



The Pacific Telephone Magazine

MAY, 1923

Vol. XVI, No. 11



THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

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Introducing the Cable-Boring Beetle, "*Scobicia Declivis*," Alias "The Short-Circuit Bug."

It is common knowledge that, where it is necessary to carry many telephone wires along a common aerial route, paper insulated wires, in the form of lead-covered cables, afford the best means of doing so, and several hundred wires may in this way be confined in the space afforded by a cable not much over two inches in diameter. In placing these cables, a supporting messenger of stranded steel is first suspended between poles and the lead-covered cable is attached thereto by means of metal rings or marline hangers spaced a foot or so apart.

On account of the paper insulation, it is important that the interior of these cables be kept dry, and so it happens that cracks or punctures in the lead sheath are sources of trouble in wet weather.

It was discovered some years ago that certain cases of aerial cable trouble which had the outward appearance of nail holes in the cable sheath, variously ascribed to stray shot, electrical puncture, and like agencies, were in reality caused by small black beetles not so large as a common house fly, which for some unknown reason took a fancy to boring holes in the lead-covered cables that the telephone company had strung along its pole lines. When it was discovered, about twenty years ago, that these cable failures were being caused by insects, it was recalled that similar cases of trouble had occurred over a period beginning several years prior to that time and were probably due to the activities of the same in-

sect. Since then, numerous cases have been reported and some idea has been obtained of the prevalence and geological distribution of the trouble. It has also been noted that the holes are generally to be found near the points of contact between the cable and its supporting rings.

While some cases have been reported from other localities, such as the Atlantic and Gulf states, by far the greater number occurred in California. In this state the trouble has extended up and down the coast from Sonoma County on the north to San Diego on the south, and inland as far as Marysville and Sacramento. The extent of the trouble varies during different years. Thus, for example, it was particularly bad at Marysville in 1913; at Monterey and Salinas in 1917; and at Watsonville in 1918. Sometimes only an isolated hole or two is found in a locality, and again there may be over a hundred holes in a single span of cable. In 1917, at Monterey, forty holes occurred under forty consecutive cable rings in one span (section between adjacent poles) and thirty holes under thirty consecutive rings in the adjacent span. In the same year, one hundred twenty-five holes occurred in one span at Salinas.

Very naturally, it became of interest to learn where these beetles came from, why they attacked the cable, and how to get

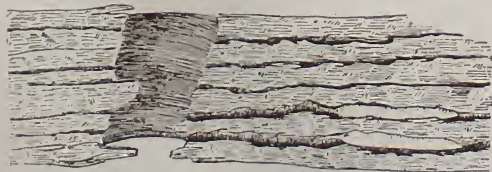


Fig. 1.—Two eggs in pores of wood near exit hole of adult beetle. Greatly enlarged.



Fig. 2.—Mature larva. Enlarged eight times.

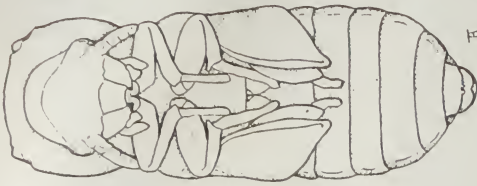


Fig. 3.—Pupa enlarged eight times.

rid of them or how to prevent trouble due to their activities; so about 1916 the American Telephone and Telegraph Company interested the Bureau of Entomology, United States Department of Agriculture, in a coöperative investigation. Most of the work in this connection has been carried on here on the Pacific Coast by H. E. Burke, department entomologist, assisted by Field Superintendent R. D. Hartman. The American Telephone and Telegraph Company has furnished tools, material, and labor as it was needed from time to time to carry out experiments devised by these men and has suggested some of the experiments. The Pacific Company has kept in touch with the work and aided whenever possible.

The life history of the beetle, as worked out by the entomologists, affords the best means of understanding its activities. While there are many insects that have the ability to commit depredations of this sort, the principal offender is a small, hard, black beetle about the size of a grain of wheat. Expressed in ordinary units, the length averages twenty-three hundredths of an inch and the width eight hundredths of an inch. In order that these measurements may be readily comprehended by the technician, it may be stated that these figures are respectively equivalent to five and eighty-five hundredths millimeters and two and ten hundredths millimeters.

Following the principle of compensation which Mr. Emerson investigated somewhat thoroughly, the entomologists christened the little chap "Scobicia Declivis," in which the letters have a sound similar to those in Cæsar's remark about "Veni, vidi, vici." Like other criminals, our outlaw has used a number of pseudonyms or aliases, among which are "short-circuit beetle," "cable-boring beetle," "cable bug," and just plain "bug."

Starting life in a small way as an egg, this enterprising entity passes through a metamorphosis from which it emerges as a full-grown winged insect with appur-

tenances belonging thereto, all and single, including now and then a little gnawing exercise on lead-covered cable. It may be remarked in passing that the guest shows itself to be a discriminating trencherman, since, after biting out such dainty morsels as lead, arsenate of lead, creosote, etc., prepared for it by our friends Messrs. Burke and Hartman, it casts them aside in disgust without taking any into its system.

Although sometimes entertained by the telephone company, as has been seen, the principal house of Scobicia is the oak tree, which offers food and shelter to Mr. and Mrs. Scobicia and progeny, which latter are quite numerous, for sometimes as many as one hundred and forty young hopefuls answer rollcall.

Any time between May and September the winged adults may be seen flying about in the vicinity of oak trees, and particularly in places where infested oak is stored. During most of this season some of the beetles are busy preparing for the next year's supply. The female finds a suitable place to begin operations under a loose piece of bark or in some other crevice and starts to tunnel into the tree. Like "Helpful Henry" of the comic supplement, the male eschews anything

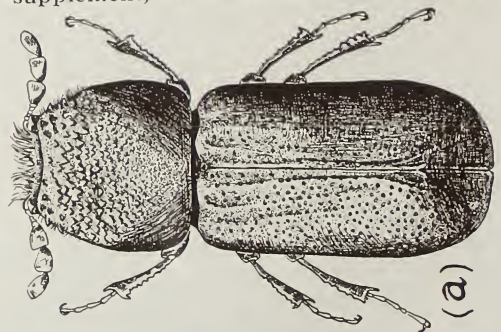


Fig. 4.—(a) Adult beetle. Greatly enlarged. (b) Young beetle showing spread of wings and wing shields. Enlarged eight and one-half times.



like work and devotes his energies to improvement of the working conditions for his better half. He sometimes so far exerts himself as to lend his weight when friend wife has trouble in sinking her mandibles in a particularly tough piece of digging. The completed job consists of a gallery one-tenth of an inch in diameter and about two and one-half inches long, running around the tree just under the surface and across the grain of the wood. The eggs are deposited in the pores of the wood leading off from this gallery. These are soft, pale white, and elongated. They are eighty-three thousandths of an inch long and about fifty-five ten-thousandths of an inch wide. Under the microscope the mandibles (boring apparatus) may be seen several days before hatching. The egg hatches in twenty-one days and produces the larva, which looks like a worm or "grub." This stage lasts about nine months, during which time the larva is busy mining about in the wood, feeding, growing, and molting.

The mining proceeds parallel to the grain of the wood and the excavated material is packed back into place behind the larva. One not on the watch for evidence, such as discoloration, would hardly suspect the presence of an old tunnel where the wood has been restored, the packing is done so tightly, yet where many larvæ have been at work the whole structure of a piece of oak may be reduced to packed wood dust which crumbles at the slightest pressure. Such a piece of wood is said to be "powder-posted" and all beetles that turn out this kind of work are classed as "powder-post beetles."

The skins which are shed in molting are left behind packed in the wood dust, where the entomologist finds them if he is exceedingly clever. In this way, the larva traverses a trail about twenty-one inches long and leaves skins at stations spaced about as follows, measured from the initial, or hatching, point:

| | | |
|----------------|-----------------|-------------|
| Station 1..... | 3½ millimeters | .14 inches |
| Station 2..... | 11½ millimeters | .45 inches |
| Station 3..... | 27 millimeters | 1.06 inches |
| Station 4..... | 63 millimeters | 2.49 inches |
| Station 5..... | 136 millimeters | 5.35 inches |
| Station 6..... | 270 millimeters | 10.6 inches |

At the end of this long, long trail of twenty-one inches, after nine months of travel, the larva takes a rest for about

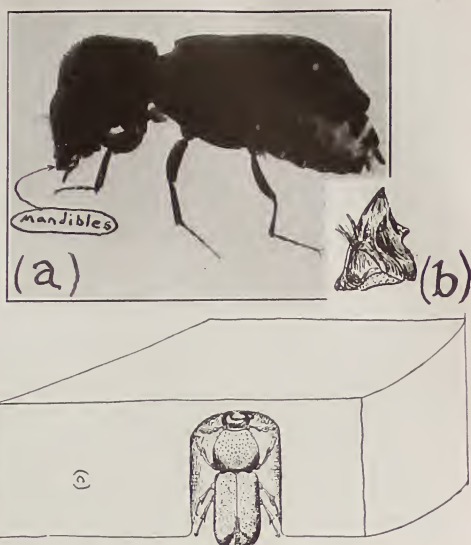


Fig. 5.—(a) Lateral view of young beetle. Enlarged eight and one-half times. (b) Left mandible of adult beetle. (c) Fanciful illustration, or cartoon, designed to show action of mandibles in "nipping off" a piece of lead. Relative proportions and position of beetle's mandibles and tunnel greatly distorted. Note that many bites on the particular piece of lead now under its mandibles preceded the one now being taken by the beetle.

fifteen days, during which period it changes its name from larva to pupa and otherwise dolls itself up, including the sprouting of wings and taking on a color scheme, or rather it takes on various shades of brown except for a little amber on its mouth parts, antennæ, and legs.

At the end of the fifteen days, the pupa throws aside the last old skin and a young beetle steps forth which, after spending a month or six weeks acquiring hardness and strength and changing to a darker hue, is ready to bite its way to the surface to emerge a full fledged adult.

In its endeavor to reach the surface, the beetle is not turned aside by any obstruction through which it can bore, but it will turn aside in the direction of any light that enters the tunnel. It is this characteristic which leads to some of the rarer instances of cable boring that have been noticed. If a cable lays against the surface of the wood at the point of emergence in such a way that no light enters the hole, the beetle keeps on until it has penetrated the sheath of the cable. On the other hand, if light enters from the side, the beetle turns in that direction and may bore half in the wood and half in the



Fig. 6. — Comparing adult beetles with blackened grains of wheat and rice. There are five of each above—pick them out.

has been removed from wormy timber.

Very few of the cases of trouble, however, have been incident to the emerging process but they are the result of direct attack by beetles that have chanced to light on the cable, and, finding a cosy nook between the cable and its supporting rings, proceed to exercise their proclivity for boring, like sister's cat sharpening its claws on mother's new davenport.

In order to understand how it is that a creature of such Lilliputian proportions is able to penetrate such a dense substance as lead, it will be helpful to consider briefly its anatomy.

Looking down on its back, three pairs of legs are plainly evident, together with a pair of antennæ and a shell-like body, the latter partially divided, apparently, into two parts which may be loosely described as the head end and the wing end. It is evident that the head is attached to

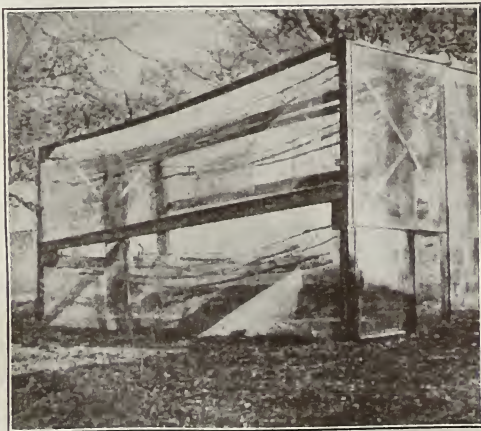


Fig. 7.—Test cables inside of cage, suspended by various types of rings. Some have direct current of electricity and some are without current; some were treated with various repellents and some were normal. Photograph by H. E. Burke.

lead, so that the latter looks as though a channel had been etched across the surface. This appearance very much resembles the inner surface of bark that

the former and the wing shields cover the latter; or better say, perhaps, the wing shields become evident after one knows about the delicate membranous wings provided with hard shields, which latter are held extended like aeroplane wings when the beetle is in flight.

The principal thing of interest from this view is the rough appearance of the head end which is covered with rasp-like prominences that enable the beetle to obtain the necessary frictional hold on the walls of its tunnel while excavating therein.

If a view is taken with the beetle lying on its back, a more complicated structure

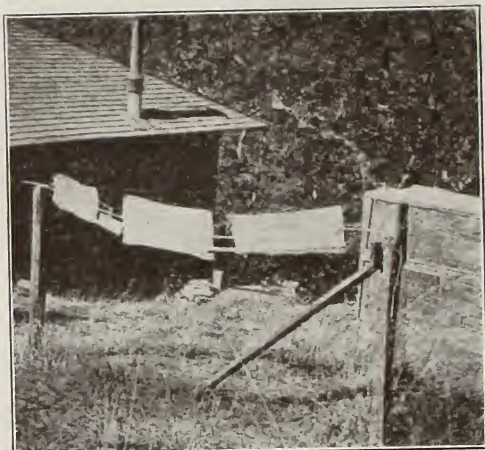


Fig. 8.—Section of cable and small cages built around it. These inclosed a section of the messenger strand, several suspension rings, and a section of the cable. Beetles were introduced into the cages to see if they would enter the cable. Photograph by H. E. Burke.

than was apparent from the other view becomes evident and it is seen that there is a head, three thoracic segments, to each of which a pair of legs is attached, and an abdominal section.

The interesting feature of this view of the head is the mandibles with which apparatus the remarkable feats of metal cutting are done. The beetle is said to bore these holes in lead, wood, etc., and it does this in the same sense that a man may be said to bore a railroad tunnel, but the actual process by which the particles of lead or wood are removed is more nearly a gnawing action. This differs from the gnawing of a beaver, however, in that instead of using a number of teeth, part of which have a greater freedom of motion than the others and in a



vertical plane, the beetle has a pair of mandibles with one cutting edge each and which have equal freedom but in a horizontal plane. Their action is controlled by muscular attachments and somewhat resembles that of a pair of end cutting nippers, or a clam shell dredger.

To the naked eye, the holes appear round, smooth, and fairly true but under the microscope the surfaces worked over present a scarified appearance much like the tool marks on the walls of a man-made tunnel.

In order to impress the layman who is not used to thinking in very small or very large figures, scientists, statisticians, and others sometimes resort to interesting comparisons; such, for example, as measuring the output of a match factory by stating the number of matches which if laid end to end would reach from Pago-Pago to Timbuctoo; or the distance to the sun by the number of generations that would live and die en route on a train going thirty miles an hour, not including stops at flag stations, etc. Applying this kind of measurement to the particles of material removed by the beetle in the process of excavation, it has been roughly estimated that the head of a pin, forty-four ten thousandths of a square inch, affords ample room without crowding for at least eight hundred, and possibly a thousand, of the smaller pieces. On the other hand some of the pieces are from twelve to twenty times as large as the smaller ones.

It is interesting to note in this connection that the lead particles are not released by one pinch of the mandibles but that considerable snipping is necessary to free one of these lead boulders.

In twenty-four hours the beetle is able, when working in lead, to advance a tunnel its own length and this tunnel is one-tenth of an inch in diameter, so figure for yourself the number of bites taken by the two beetles that penetrated twenty-four layers of lead cable sheath as shown in the table herewith.

Besides working up the normal life history of the beetle, numerous investigations were conducted both on working cables and experimental cables set up in the laboratory. The latter were generally strung through small trees on messenger strand with various types of rings or hangers and an ample wire screen hous-

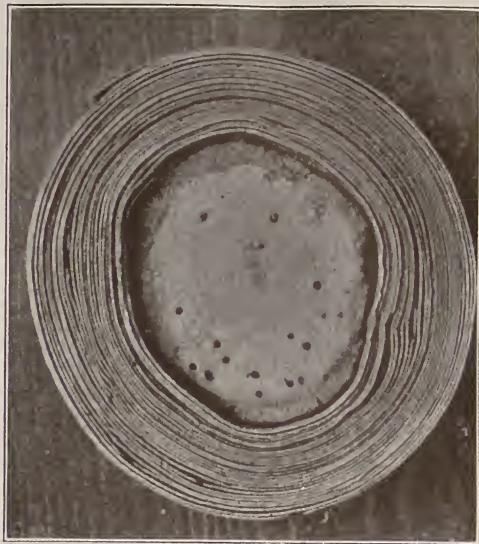


Fig. 9.—Method of wrapping infested oak with lead sheathing to determine number of thicknesses beetles are able to penetrate in emerging. Larval mines in wood and emergence holes of beetles in end of section. Note the light colored spots in the wood where mined material has been replaced. Photograph by H. E. Burke.

ing placed over the whole so that plenty of beetles could be kept near the cable. Means were also provided to reproduce the electrical characteristics of working cables. In order to encourage attacks on both experimental and working cables, a number of the beetles were kept very close to the cable by means of small screen traps lashed thereto. The prevalence of beetles in various localities was studied by placing sticky paper on the working cables and tabulating the catch so obtained. The rearing of beetles for experimental purposes was accomplished by stacking infested wood in housings of dark cloth fitted with outlet sockets into



Fig. 10.—Infested section of oak wrapped with lead alloy to determine number of thicknesses of lead penetrated by beetles in emergence. Method of wrapping also shown. Photograph by H. E. Burke.



Fig. 11.—Hole accidentally bored through lead sheathing of a cable on a telephone pole by a wood-boring beetle in its efforts to emerge from the wood of the pole. Natural size.

which glass fruit jars could be screwed. Seeking the light the beetles entered these jars and were readily removed and the jars replaced. The ability of the beetle to penetrate various substances was studied in two ways. One of these was to apply the substance to the outside of pieces of infested wood to see how successful the beetles emerging from the wood were in penetrating the substance applied. The other way was to apply the substance to cables or wood to see whether beetles would attack from the outside.

It is a well-known fact that the so-called "lower forms of life" frequently possess finer sensibilities in the matter of feeling, hearing, taste, smell, and sight than human-kind, and may have sensibili-



Fig. 12.—Section of lead showing the branched minings and mandibular impressions of two beetles. This was the underside of the second layer of lead, which was rolled unevenly and permitted the light to penetrate; thus the minings were irregular. Enlarged one and four-fifths times. Photograph by R. D. Hartman.

ties not included in the human list. The ability of a bloodhound to follow a trail guided only by the sense of smell is a common example. Of a more transcendental nature is the ability of the firefly or glowworm to generate and transmit radiations which, it is believed, are intercepted by others of their kind. Following the idea presented by this knowledge, it was sought to determine whether the telephone cables offered special attraction to the beetles and how they would respond to stimuli of various kinds. In this con-

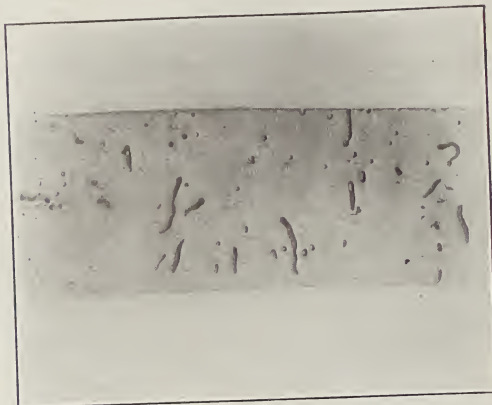


Fig. 13.—First layer of tin-coated lead down after being removed from infested section, showing fifty-eight attempts of which twenty-four were successful, in penetrating at least the first thickness. In many cases where the beetles attempted to escape between the section and the lead, they mined more in the lead than those that penetrated several thicknesses. One-fourth natural size. Photograph by R. D. Hartman.

nection, the effects of color, light, electricity, alcohol, ferments, etc., were noted. While it was not found that colors offered any special attraction, it was observed that under certain conditions light had an effect, as already explained in connection with the process of emergence. No definite results attended the experiments with electricity, although the effects of various electrical manifestations were explored. For example, variations in frequency, current density, magnetic field, electrical field, etc., were put to test. Partial evidence was accumulated tending to show that alcohol has some attraction for the beetles. In some of the experiments they penetrated corks of alcohol containers in preference, apparently, to other containers not filled with alcohol. It was also found that oak bark tea apparently had some attraction for the beetles since attacks were made in its



presence while samples not treated with the oak tea were passed by.

The following is a list of some of the substances upon which the beetles were allowed to test their mandibles:

Beef tallow, paraffine, arsenate of lead, sodium silicate, varnishes, friction tape, building paper, pure lead sheath, various alloys of lead, antimony, and tin, lead imbedded with emery filings, copper coated lead, tin coated lead, zinc coated lead, sheet steel, copper foil, paints and enamels, tar, creosotes, nicotine sulphate, chlorinated naphthalene, greases, asphalt and fabric, rubber and fabric.

The results of these tests are best shown in the table which accompanies this article.

The general results of the investigations may be summed up briefly as follows:

It was determined that the insect causing the trouble is a powder-post beetle having the technical name "Scobicia Delivis." Normally it lives in the wood of live oak and other trees as an egg, larva, pupa, and young beetle for about a year.

Practically all the boring is done near the point of contact of the cable and its supporting rings and this is because the beetle must have a foothold from which to attack the cable. It obtains the desired foothold by bracing itself against the rings.

It is not believed that the beetle bores the cable for the purpose of establishing an egg gallery. No eggs are ever deposited in the cable and the boring stops as soon as the copper conductors are

TABLE SHOWING EMERGENCE OF BEETLES THROUGH METALS, POISONS, ETC., APPLIED TO INFESTED WOOD

| | No. of Layers Used | No. of Beetles Emerging From Wood | No. of Beetles Escaping Bet. Wood and 1st Layer | No. of Beetles Stopped by 1st Layer | First | Second | Third | Fourth | Fifth | Sixth | Seventh | Eighth | Ninth | Fourteenth | Nineteenth | Twenty-fourth |
|---|--------------------|-----------------------------------|---|-------------------------------------|-------|--------|-------|--------|-------|-------|---------|--------|-------|------------|------------|---------------|
| Lead-antimony cable sheath... | 27 | 48 | 4 | 7 | 37 | 34 | 32 | 28 | 27 | 26 | 24 | 21 | 18 | 13 | 8 | 2 |
| Emery-coated lead | 4 | 23 | 5 | 6 | 12 | 12 | 3 | 2 | .. | .. | .. | .. | .. | .. | .. | .. |
| Copper-coated lead | 4 | 17 | 1 | 4 | 12 | 7 | 4 | 4 | .. | .. | .. | .. | .. | .. | .. | .. |
| Tin-coated lead.. | 9 | 15 | 2 | 10 | 3 | 3 | 3 | 2 | 1 | 1 | 1 | .. | .. | .. | .. | .. |
| Zinc .01" thick.. | 3 | 228 | 0 | 225 | 3 | (a) | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. |
| Steel .006" thick. | 3 | 176 | 0 | 176 | | | | | | | | | | | | |
| Copper foil .0025" thick... | 1 | 50 | 0 | 50(d) | | | | | | | | | | | | |
| Building paper.. | 7 | 21 | 0 | 0 | 21 | 20 | 16 | 8 | 4 | 4 | 4 | .. | .. | .. | .. | .. |
| Friction tape.... | 2 | 10 | 0 | 3 | 7 | (b) | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. |
| Rubber compound 30%.... | .. | 73 | 0 | 63 | 10 | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. |
| Pure gum rubber | 7 | 37 | 0 | 37 | (c) | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. |
| Cold beef tallow 1/4" thick..... | 1 | 39 | 0 | 0 | 39 | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. |
| Chlorinated Naphthalene... | .. | 35 | 0 | 17 | (e) | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. | .. |
| Arsenate of lead applied to wood and covered with 3 layers of lead sheath | .. | 7 | 2 | 5 | 4 | 3 | 2 | .. | .. | .. | .. | .. | .. | .. | .. | .. |

Remarks—Greatest Penetration about one inch.

(a) Seventy-six made impressions on zinc.

(b) Four made impressions on second layer.

(c) Nineteen got one-fourth to one-half way through first layer.

(d) Bright spots on foil showed where beetles attacked.

(e) Fourteen penetrated one thirty-second of an inch layer, four penetrated three-eighths of an inch layer.

Beef tallow allowed to soften in sun suffocated beetles and prevented their emergence.

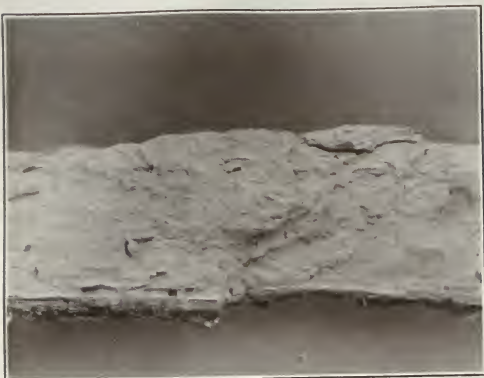


Fig. 14.—Work of the California lead-cable borer in live oak. Note that the wood is "powder-posted."

reached. The performance of the beetle in this respect seems to fall in the same class as that of a horse gnawing a hitching post or a cat scratching the door casing or of a business man whittling the arm of his swivel chair.

The beetle is able to penetrate any alloy of lead used as cable sheath or any repellent placed on the sheath, such as poisons. It is able to penetrate these poisons because it does not start to feed until its tunnel is well advanced.

Any grease, while in a soft condition, will stick to the beetle and suffocate it, so after the grease is placed on the rings it is effective until it hardens. Beef tallow, on account of its weathering qualities, is best for this purpose and under present conditions its use is sometimes warranted in certain localities.

Layers of friction tape impede the boring and pure gum rubber, thin sheets of copper, zinc, or steel prevent it, so if at any time the depredations of the beetle in any locality should reach proportions that warrant a sufficient expenditure for prevention, the use of a flat steel collar or cable rings having continuous flat contact with the cable would probably be effective.

It should be stated that most of the information contained in this article appears in the United States Department of Agriculture Bulletin No. 1107, which was prepared by Mr. Burke and Mr. Hartman, and any one interested may obtain a copy of the bulletin by sending twenty cents to the Superintendent of Documents, Government Printing Office, Washington, D. C.

R. C. BARTON.

Members of Building Engineer's Office

In the February issue of our MAGAZINE, photographs of the chief engineer and his immediate staff were published. In this issue of the MAGAZINE we are showing the members of the building engineer's office, which is one of the units of our engineering organization.

The duties and function of this office, which are under the direction of the building engineer, embrace all our central office building design and construction, planning, and supervision. In this office, together with the building work, is handled all of the engineering drafting work, the photography and blue printing for the entire department, and the general and division offices, located at San Francisco.

The steadily increasing demand for telephone facilities, which is general throughout our territory, makes it necessary to have an extensive building program on hand continually in order that adequate housing facilities may be available for new central office equipment installations and additions to the existing central office buildings.

From the extent of the territory and the general activities along this line some idea may be had of the volume of this class of work continually passing through this office.

All structural additions and modifications to this class of plant of major proportions are likewise handled through this office, also fire protection, insurance, and maintenance engineering for the central office buildings.

This class of engineering work has been handled within our own organization for some time past, due fundamentally to the peculiar features of building construction requiring close collaboration with the equipment engineering.

The large number of modern telephone exchange buildings that have been erected in the principal cities throughout the system testifies conclusively to the ability and efficiency of this department to handle successfully this important branch of telephone engineering.

The noblest question in the world is, "What good may I do in it?"

We must save that we may give.

Make no expense but to do good to others or yourself.—Benjamin Franklin.



San Francisco Club Women Entertained in Our Offices

Our company has gained twenty-one first-hand friends, and if they are true friends they will spread the gospel and make for us numerous other friends. These friends were gained on April 4, when several members of the San Francisco district committee of the Employees' Plan of Representation conducted twenty-one visitors in a group through our San Francisco downtown offices. The twenty-one visitors were club women, members of a "Know Your Own City Club" which has as its object "See San Francisco First." Once a week they visit some industrial concern, and, if we take their word for it, our demonstration provided the most interesting visit they had yet made. Needless to say the visit was as interesting to our Plan members as to the visitors, for we were getting a subscriber's viewpoint first hand.

The party was conducted through by George Van Buren, special agent, with the assistance of Misses Griffin, Gaul, Stoddart, Mitchell, and Knoell. The tour started in the restroom in the Grant Avenue building, and the offices visited were the following: Information, Garfield, Long Distance, Sutter, Kearny, Douglas, and Sutter Extension. A trip was also made to China office. This office excited considerable interest. Returning to the Bush Street building, luncheon was served in our new lunchroom to the visitors. The members of the Employees' Plan of Representation, the chief operators of the downtown offices, Miss Tierney, Miss Armstrong, and Miss Driscoll were also present.

We were particularly interested in the impressions made upon our visitors by their tour, and they were very frank in expressing themselves. They said they were very much surprised at the high grade of people employed. They also thought that our work required a very high degree of intelligence.

Our lunch and restrooms were the occasion for many favorable comments. Our visitors stated that these facilities were something they had not expected. In the industries they had thus far visited, they had seen nothing to compare with them. The matrons to whom they were personally introduced in the Grant Avenue and Bush Street buildings made an especial

appeal to these club women. They thought they were so motherly looking.

An amusing incident occurred in our Information office when one of the ladies asked if it served the whole state, and, when informed that it served San Francisco, remarked that she always thought that Information was just one operator.

After luncheon in our spacious dining-room on the ninth floor of the Bush Street building, Mrs. Todd, the chairman of the club, called upon the following for informal remarks concerning their various departments: Miss Tierney, welfare work; Miss Armstrong, operators' school; Miss Driscoll, the district office; and Miss Griffin, Employees' Plan of Representation. Each speaker ably handled her subject and made a good impression on her listeners.

Mrs. Todd, in a brief talk, spoke of the impression received from her visit and remarked particularly at the harmony existent among us, as illustrated by their luncheon with the employees as represented by the Employees' Plan of Representation and the management represented by Miss Tierney, Miss Armstrong, Miss Driscoll, and all the downtown chief operators. She expressed surprise at the fact that employees and management would thus mingle together. In their minds, they compared us to one large family. Mrs. Todd also dwelt upon the advantage of our work as she saw it, and remarked that if any one were looking for work she certainly would recommend employment with the telephone company, where all employees were so well taken care of.

In conclusion she thanked all for their kindness and courtesy in so ably conducting the visit.

E. H. G.

Cash Your Victory Bonds

The treasurer of our company, George J. Petty, has sent us word that all United States government Victory Liberty Loan 4½ per cent notes, or, as we say, bonds, will be due and payable on May 20, 1923, according to their terms.

If any of our employees are holding Victory Notes, Mr. Petty will be pleased to handle the collection of this money and to attend to all the details in connection with their maturity.



Read This Story of Our Accident Prevention Campaign

We have passed the year 1922 with our accident prevention campaign swinging into line in excellent shape. The first effort brought forth the "Safety Code" which was formulated by members of the various plant associations, and there is no doubt but that the teachings of the "Safety Code" have been helpful in accident prevention, although our reported accidents are high, as the following tabulation indicates.

The demand for the "Automobile Stop Accident Insignia" plates for the year 1922 indicates that employees who are responsible for driving automobiles have made a record that they may be proud of, as out of approximately 850 company owned automobiles over 500 carry the "Stop Accident Insignia" for the year 1922.

"First Aid" teaching has taken its place, and each division has its "First Aid" instructor, with class instructors

who have started or are about to start their work of teaching those employees of the various crafts who are interested in first aid, and from all indications the competition will be keen among the "First Aid" teams which will be the result of this training.

During 1922 the reported accidents totaled 1838 for the various crafts, as follows:

| | |
|--------------------------------|-----|
| Linemen | 313 |
| Cable splicers | 180 |
| Cable splicers' helpers | 201 |
| Exchange repairmen | 105 |
| Central office repairmen | 89 |
| Equipment installers | 153 |
| Station installers | 192 |
| Groundmen and laborers | 389 |
| Cablemen and chauffeurs | 67 |

Total1689

Leaving a balance of 149 reported accidents which occurred to other male plant employees, including clerks, field engineers, carpenters, and painters.



This was a real Chinese party in Sunset office San Francisco, and it was not only a "delightful event" but it was also a "colorful affair." If colors could riot, they would surely have done so in this particular event but for the fact that there were artistic hands and heads which converted the walls into beautiful and daring combinations of color, attempted only by Chinese and rain-bows. Only those who were fortunate enough to be present will understand this. And the Chinese costumes were beautiful—Sing Chong himself could have done no better. Miss Frances Byrne entertained by a charming and graceful Chinese dance and every one was glad to hear Miss Lan- kelma, of "Chimes of Normandy" fame, sing. The Blue Bell orchestra furnished the music for the dancing; and the eats, which were all homemade, were most attractively arranged and were delicious in the eating. A dainty little parasol was presented as a favor to each guest. Guess who is behind the glass tinkler and ask Big Chief Harold Lloyd what Lawrence said to get the smiles which he snapped in the picture. At any rate, he got the spirit of the party as you see in the picture. Big party, allee people like um, maybe come some more some time.



The standing of the several divisions for the year follows:

ACCIDENT STATISTICS, MALE PLANT EMPLOYEES, JANUARY 1 TO DECEMBER 31, 1922

| DIVISIONS— | Average No. of Em- ployees per Month | Total Acci- dents Reported | No. of Disability Acci- dents | No. of Disability Days | Standing of Divisions | | | |
|------------------|---|-------------------------------------|--|------------------------------|--|---|--|---|
| | | | | | Disability Accidents Per 100 Em- ployees | Disa- bility Days Per 100 Em- ployees | Disability Acci- dents Per 100 Em- ployees | Disa- bility Days Per 100 Em- ployees |
| Washington | 1160 | 238 | 82 | 1050 | 7.05 | 90.5 | 1 | 1 |
| Oregon | 895 | 150 | 85 | 1256 | 9.50 | 140.2 | 3 | 4 |
| Inland | 650 | 105 | 47 | 716 | 7.23 | 110.1 | 2 | 3 |
| Coast | 1425 | 336 | 141 | 2065 | 9.90 | 145.0 | 4 | 5 |
| Southern | 3330 | 1009 | 411 | 3276 | 12.3 | 98.4 | 5 | 2 |
| Company | 7160 | 1838 | 766 | 8363 | 10.26 | 112.0 | .. | .. |

Cuba Talks to San Francisco

Unique in the history of long-distance transmission of the voice by telephone was the linking of Havana, Cuba, Chicago, and San Francisco, March 9, by the American Telephone and Telegraph Company. Individual speakers and music at all three points were heard at the ends of the line and by members of the Chicago Commercial Club holding a banquet in the Congress Hotel, Chicago.

In the banquet hall a loud-speaker was in operation connected with Havana and San Francisco. General John J. Carty, vice president of the American Telephone and Telegraph Company, master of cere-

monies at the banquet, opened the conversation by talking with H. G. Bates of The Pacific Telephone and Telegraph Company here, and J. W. Caldwell, head of the Cuban Telephone and Telegraph Company of Havana. A triangular conversation was carried on, heard by the banqueters in Chicago and at both ends of the 3500-mile stretch of wire linking the three cities.

We Knew It Was a Disease of Some Kind

Al Jolson says golf is a "hoof and mouth disease"—you "hoof" all day and talk about it all night.—*Exchange.*



TELEPHONE PIONEERS MEET IN ATLANTIC CITY IN OCTOBER

A little corner of the ocean and stretch of the Boardwalk at Atlantic City. In the background is the million dollar pier where the Telephone Pioneers of America will hold their annual convention next October.—[© Atlantic Foto Service.]



Visits to Central Offices an Important Feature of Commercial Service Work

Our Southern Division people have been active in commercial service work during the past year. Through demonstrations before various bodies and exhibits at fairs, a large number of people have been reached. Window exhibits designed to stimulate interest in long-distance service, American Telephone and Telegraph Company stock, or depicting some particular branch of our work, have also proved valuable aids.

As a supplement to these activities, it is well known that visits to our central offices on the part of the company's patrons are very helpful. A visit to one of our central offices gives the patron an insight into the intricacies of our industry which he has probably never before appreciated, and an acquaintance with the interesting equipment and the people who are daily and hourly at his service.

A very large number of visitors have been shown through the various central offices in the Southern Division, and invitations to do so are frequently extended to the public, either in a general way through press items or direct to various organizations suggesting group visits. In Los Angeles, for instance, arrangements have been recently made for visits on the part of school students, and it is believed

that interesting them in the activities of the telephone industry is an important feature, for not only are school students using the telephone daily, and are a very definite influence in their homes, but they are the company's subscribers of the future.

The group shown in the photograph on this page is composed of students of the Los Angeles Polytechnic High School, members of the High School Commerce Club, who recently visited Olive and Main offices in Los Angeles. Arrangements are now under way, which will be perfected in the immediate future, for practically all of the senior class of this school to visit our offices.

Mr. Able, president of the Personnel Club, the University of California, Southern Branch, with a number of student members of the Personnel Club, visited our company offices on January 12, and since that date a number of other university students have been shown through various offices and the details of our work explained to them. These particular visitors were cared for by Misses Gruber, Hallock, and Evans of the traffic department and L. A. Park and R. L. Sawyers of the commercial department.

It is also planned to interest students of



MEMBERS OF THE LOS ANGELES POLYTECHNIC HIGH SCHOOL COMMERCE CLUB WHO RECENTLY SPENT A PROFITABLE AFTERNOON IN VISITING OLIVE AND MAIN OFFICES IN LOS ANGELES



various commercial art classes in our window exhibits, which include display cards, posters, and specially mounted photographs, etc., with a view of demonstrating the practical application of some features of their school work. In this connection, central office visits usually result with the obvious advantages. This plan is being tried out in Los Angeles and will later be extended to several of the larger exchanges.

The following testimonial is interesting:

LOS ANGELES POLYTECHNIC HIGH SCHOOL
400 WEST WASHINGTON STREET
LOS ANGELES.

G. Eugene Lain, Head of Department of Commerce:
The following members of the Commerce Club

visited the telephone company on Wednesday, January 17, 1923; and thank Messrs. Sawyers and Park and Miss Hallock et al. for a very pleasant visit.

C. E. Locke,
Teacher in Charge.

Walter Mack, Tsuyako Isano, Gertrude Henry, Doris Beitel, Rosalyn Altman, Julia Tarson, Evelyn Shipley, Blanche Wilkerson, La Reine Lucas, Dinah Blatt, Sol Floersheim, Pablo P. Prietto, Grace Wood, Felix Festa, Evelyn Hughes, Vera Stickney, Eunice Meltzer, Lindley Armstrong, Wanda Hamer, Violette Hanson, Dorothy Smith, Francis Kardinoff, Thelma Bradley, Thelma Sidell, Evelyn Price, Clyde Hill, Lillian Packer.

Memoirs now being all the go, a book entitled "My Twenty Years Among the Poles," is being written by a well-known telephone lineman at Sudbury, Mass.—*Exchange.*



SACRAMENTO EMPLOYEES PLAN BASKETBALL TEAM

The girls of the telephone company at Sacramento are very proud of the showing the operators' basketball team made in the Basketball League games during the past season. Four teams comprised the league this year, and the close of the season found the telephone team in second place as shown in the following:

| Club— | Won | Lost | Per cent |
|-------------------------------|-----|------|----------|
| Community Club | 6 | 0 | 1000 |
| Telephone Company | 4 | 2 | 666.6 |
| Acornette Club | 2 | 4 | 333.3 |
| Pacific Gas and Electric..... | 0 | 6 | 0 |

Those shown in this picture are: Top row, left to right—Mildred Runquist, Marie Schwall, May Yoho, Lucille Hart, Madelyn Waddell.

Seated, left to right—Helen Fenton, Daisy Gerkin (Captain), Rose Littlefield.



Employees Who Became Eligible for Service Emblems During April, 1923



Twenty-five Years' Service—

Hocking, Edward F., Portland, Ore.
Waller, Albert F., Portland, Ore.
Brewer, George N., San Francisco, Cal.
Chapin, Earl T., San Francisco, Cal.
McArdle, Frank D., San Francisco, Cal.
Lowrie, James F., Seattle, Wash.
Klein, Paul, Stockton, Cal.

Twenty Years' Service—

Alexander, William E., Los Angeles, Cal.
Bradley, Fred A., Los Angeles, Cal.
Bullock, Jos. H., Los Angeles, Cal.
Ryder, John L., Los Angeles, Cal.
Mahany, Augustus, San Francisco, Cal.
Mitchell, Ella G., San Francisco, Cal.
Whittaker, Ramon J., San Francisco, Cal.

Fifteen Years' Service—

Hanson, Pearl I., Fortuna, Cal.
Hill, David S., Los Angeles, Cal.
Johnson, William R., Los Angeles, Cal.
Niederman, Alma, Los Angeles, Cal.
Tyler, James R., Los Angeles, Cal.
Olsen, John, Oakland, Cal.
Cook, Julia M., Pendleton, Ore.
Taylor, Edwin H., Portland, Ore.
Duda, Hazel M., Salinas, Cal.
Collins, Daniel I., San Francisco, Cal.
Graves, Alfred W., San Francisco, Cal.
Ryan, Annie V., San Francisco, Cal.
Breckbill, Charles H., Spokane, Wash.

Ten Years' Service—

Nichols, Hester L., Baker, Ore.
Gaines, Jessie, Colfax, Wash.

Logsdon, Jewel J., Fresno, Cal.
Lohenis, Marion E., Los Angeles, Cal.
Ritchie, Florence I., Los Angeles, Cal.
Hageman, Christle, Oakland, Cal.
Latimer, Mabel A., Oakland, Cal.
Muhs, Lois I., Oakland, Cal.
Evans, Selma, Portland, Ore.
Bogard, Elizabeth, Riverside, Cal.
Seela, Anna E., Riverside, Cal.
Burke, Genevieve M., San Francisco, Cal.
Griffin, Elizabeth, San Francisco, Cal.
Loft, Margaret, San Francisco, Cal.
Wrobel, Pearl I., San Francisco, Cal.
Schuster, Julia J., Seattle, Wash.
Tarkington, Frances M., Seattle, Wash.
Laudwein, Gertrude, Spokane, Wash.

Five Years' Service—

Pidgeon, Regina J., Arcata, Cal.
Childs, Frances P., Berkeley, Cal.
Kyte, Florence, Colfax, Wash.
Anderson, Sara L., Florence, Ore.
Downey, Elizabeth, Garfield, Wash.
Lindsay, Helen C., Highland, Cal.
Anderson, Judith J., Los Angeles, Cal.
Campbell, Leta B., Los Angeles, Cal.
Carroll, Helen M., Los Angeles, Cal.
Cawelti, Katheryne M., Los Angeles, Cal.
Dolan, Louise E., Los Angeles, Cal.
Entress, Stella M., Los Angeles, Cal.
Falkenberg, Norma E., Los Angeles, Cal.
Martin, Florence H., Los Angeles, Cal.
Morton, Mary J., Los Angeles, Cal.
Naumann, Helen A., Los Angeles, Cal.
Ohmstede, Florence E., Los Angeles, Cal.



THIS FLASHLIGHT WAS MADE AT THE DANCE GIVEN BY CHICO BELL CLUB AND
PACIFIC CLUB, AT CHICO, CAL., APRIL 7



EMPLOYEES OF OUR PLANT DEPARTMENT AT SAN MATEO, CAL.

Left to right—Alice Lennon, Clerk; James H. Blessing, Wire Chief; Percy Hutchings, Switchboard-man; James Meddaugh, Installer; Ralph Hansen, App. Installer; Peter Railton, Installer; Cy Mulky, Repairman; George Spiller, Installer; William Cross, Installer. Cut loaned by Coast Carrier.

Retke, Margaret, Los Angeles, Cal.
Roemer, Yuba M., Los Angeles, Cal.
Sales, Florence E., Los Angeles, Cal.
Schneider, Ruth E., Los Angeles, Cal.
Smith, Johnnie B., Los Angeles, Cal.
Soreney, Ruth M., Los Angeles, Cal.
Stephens, Luro M., Los Angeles, Cal.
Trainor, Kathern, Los Angeles, Cal.
Walsh, Mary A., Los Angeles, Cal.
Wamsley, Gladys L., Los Angeles, Cal.
Ward, Georgia, Los Angeles, Cal.
Keith, Beatrice W., Modesto, Cal.
Springer, Janie, Nevada City, Cal.
Anderson, Bertha M., Oakland, Cal.
Harrington, Marguerite, Oakland, Cal.
Jensen, Irene E., Oakland, Cal.
Jung, Helen, Oakland, Cal.
Litteral, Virginia E., Oakland, Cal.
Wibeck, Mildred A., Oakland, Cal.
Barnes, Marguerite D., Pasadena, Cal.
Banks, Leona I., Portland, Ore.
Brown, Ada G., Portland, Ore.
Lecte, Felicia B., Portland, Ore.
McCoy, Lucy, Portland, Ore.
Ogden, Lucy F., Portland, Ore.
Randolph, Amanda B., Portland, Ore.
Schilling, Mary, Portland, Ore.
Tandy, Nellie M., Portland, Ore.
Eddy, Lillian, Reno, Nev.
Prewitt, Ellen I., Ritzville, Wash.
Kelley, Theodora K., Riverside, Cal.
Brooks, Faith A., Sacramento, Cal.
Koons, Marguerite, Sacramento, Cal.
Kerwin, Bonnie, San Diego, Cal.
Killion, Maud, San Diego, Cal.
Caffrey, Winifred V., San Francisco, Cal.
Callahan, Claudia A., San Francisco, Cal.

Carnegie, Beretta, San Francisco, Cal.
Christy, Carrie, San Francisco, Cal.
Eberle, Anna D., San Francisco, Cal.
Eisenberg, Clara C., San Francisco, Cal.
Elliott, Anna L., San Francisco, Cal.
Franks, Alice E., San Francisco, Cal.
Lansing, Mary, B., San Francisco, Cal.
McGill, Cecil, San Francisco, Cal.
Metzger, Anna, San Francisco, Cal.
Richardson, Mary A., San Francisco, Cal.
Rogers, Margaret, San Francisco, Cal.
Sanehez, Dolores L., San Francisco, Cal.
Baulsir, Anita, San Jose, Cal.
Johnson, Lillie, San Jose, Cal.
Sheehan, Myrtle L., San Rafael, Cal.
Measor, Edith, Santa Rosa, Cal.
Athearn, Meda, Seattle, Wash.
Grennan, Grace G., Seattle, Wash.
Moroni, Mary K., Seattle, Wash.
Myers, Ava G., Seattle, Wash.
Oberg, Eula, Seattle, Wash.
Barnes, Rethel, Spokane, Wash.
Brown, Ruth, Spokane, Wash.
Law, Grace, Spokane, Wash.
Sullivan, Beatrice, Spokane, Wash.
Lattin, Isabel, Springfield, Ore.
Koessler, Louise, Tacoma, Wash.
Storaasli, Elsie, Tacoma, Wash.
Strand, Julia, Tacoma, Wash.
Strand, Zelma, Tacoma, Wash.
Parkins, Martha M., Wilmington, Cal.

The editor may search and search
Through all the jokes in store,
But some one's always sure to say,
"Aw, I've heard that one before."

—Exchange.



California Erects Beautiful Building in San Francisco Civic Center

The completion of the California State Building at the Civic Center, San Francisco, has added another magnificent building to the already famous quadrangle.

The building occupies the north side of the Civic Center directly opposite the Exposition Auditorium, and is the fourth of the group to be completed. It cost about two million dollars. It is six stories in height and occupies an entire block of four hundred and twelve feet. It is entirely of granite and Italian Renaissance in design, and while the general architectural motif is entirely different from the surrounding buildings, its appearance is by no means discordant. Due to its extreme length and the predominant horizontal lines, the building is slightly convex in form. The center extends eighteen inches beyond the two ends. This was done to correct the perspective, and the building when viewed from the front presents perfectly straight lines. The building, although monumental in its outside appearance, is strictly an up-to-date office building throughout the interior. The only room in the entire structure that is elaborately finished is that of the Supreme Court. The architectural lines of this room are classical. The room is semi-circular in form and is, approximately, two stories in height. The circular walls contain

long perpendicular panels and the ceiling is of a half dome with a stained glass skylight. The light in the room, either daylight or artificial, is diffused through this stained glass half dome and has a very soft and pleasing effect. In the alcove directly above the rostrum is a large horizontal panel which will contain a mural painting by Matthews. This painting is to cost \$10,000.

The building will house all the various commissions located in the city, with the exception of the Harbor Commission, which will still remain in the Ferry Building. On the first floor will be located the Hastings Law College, the Insurance and Industrial Accident Commission, and the Division of Public Works. The second floor will contain the chambers of the Governor of California and the State Highway and State Compensation commissions. The third floor will have the District Court of Appeal No. 2, the State Board of Health, and the Board of Compensation Commission. The fourth floor will have the Supreme Court in its entirety, as well as Division No. 1 of the Court of Appeals. On the fifth floor will be located, in its entirety, the State Railroad Commission. The sixth floor will have the State Mining Bureau, the Attorney General, the State Banking Commission, and the Board of Pharmacy.



CALIFORNIA STATE BUILDING, SAN FRANCISCO, FROM CIVIC CENTER PLAZA



PRIVATE BRANCH EXCHANGE, CALIFORNIA STATE BUILDING, SAN FRANCISCO

Heretofore the various commissions have had their own separate telephone service, which ranged from individual business message lines to private branch exchanges, but in the new building the telephone company has provided a centralized private branch exchange which will serve all of the various departments throughout the building. This board is of the latest design of No. 600-C type, which provides, at the present time, for four operators, two hundred and sixty locals, and sixty trunk lines. The board has an ultimate capacity of six hundred and forty lines and one hundred and twenty central office trunks. The board is connected to Park central office, the telephone number being Park 8700. Battery for the board is provided over feeders from Park office. In addition to the feeders, a local battery plant has been provided to equalize the load on the switchboard. This is so arranged that when there is a comparatively light load, or at night when the storage batteries are being replenished over these lines and during the peak hours of the day, the feeders furnish power direct to the board and the overload is drawn from the storage batteries. In this way the switchboard always receives the proper amount of circuit.

Due to the fact that the commissions moved into the building and that it was necessary to furnish telephone service prior to the time that it was formally accepted and turned over to the Custo-

dian of Public Buildings, which forms a part of the State Board of Control, the telephone company was requested to assume entire charge of the service and to provide the operators, which was done.

The board was placed in service on Monday, March 26, 1923, at 8 o'clock, and the cut and the transferring of calls from a multitude of telephones all over the city was made without a hitch. The compliments of the state officials, as to the excellency of the service, have been most gratifying and is a splendid example of the efficient service work of the San Francisco sales department, together with the plant and traffic departments.

I Ammonia Novice

Man (in drug store): "I want some consecrated lye."

Druggist: "You mean concentrated lye."

Man: "It does nutmeg any difference. That's what I camphor. What does it sulphur?"

Druggist: "Fifteen scents. I never cinnamon with so much wit."

Man: "Well, I should myrrh, myrrh! Yet I ammonia novice at it."—*American Mutual Magazine*.

Some scientists claim that gold can be made of a combination of other substances. A combination of energy and perseverance has always given good results.—*Field News*.



Oakland and San Francisco Play Basket-Ball

Rooting sections, yell leaders, watchful coaches on the side lines, scorekeepers, the shrill of the referee's whistle. Yes, sir, it was regular basket-ball which was played in St. Dominic's Hall when the Oakland operating employees invaded San Francisco on April 10. And the cheers which crashed through the hall every time a basket was thrown were enough to warm the cockles of any player's heart, and it must have done this in these two games to judge from the way the players got into the game.

The first game was between the West office team of San Francisco and the Oakland office team of Oakland. Miss Bruns made one field and two foul goals in the first half and three field goals in the second half. Miss Leverich made a field and a foul goal in the first half and two field and one foul goal in the second half, a total of eighteen points for the West team of San Francisco.

Miss Thomas made one field and two foul goals in the first half, while Miss Hudson made two foul goals in the first half and four foul goals in the second half, a total of ten points for the Oakland team. The teams lined up as follows:

FORWARDS

San Francisco—Viola S. Bruns, Sylvia C. Leverich, Ernestine Manning (substitute).
Oakland—Edna M. Thomas, Edris H. Hudson.

CENTERS

San Francisco—Elizabeth P. Aitken, Agnes R. Sirvain, Florence L. Huntley (substitute), Bernice A. Pritchard (substitute).
Oakland—Gladys A. Grimes, Christine Visser (substitute), Marie Murray.

GUARDS

San Francisco—Ivy M. Pierce, Ruth Paldi, Mary V. Chamberlin (substitute).
Oakland—Mary E. Wallace, Oma B. Richardson.

In the second game Miss M. Mebach made eight field and three foul goals in the first half and three field and one foul goal in the second half. Miss Robinson



SAN FRANCISCO BASKET-BALL TEAMS

Top row, left to right—Elsie V. Seelhuber (F.), Mary V. Chamberlin (W.), Elizabeth P. Aitken (W.), Ruth Paldi (Capt., W.), Joseph Manildi, Coach; Mildred C. Beschorman (F.), Rosalia M. Milan (F.), Anna M. Robinson (F.), Mary Mebach (F.).
Middle row, left to right—Viola S. Bruns (W.), Agnes R. Sirvain (W.), Margaret D. Maitland (Capt., F.), Ernestine C. Manning (W.), Ivy M. Pierce (W.), Bernardine A. Mebach (F.).
Bottom row, left to right—Sylvia C. Leverich (W.), Eva M. Harman (F.), Wanda Rice (F.), Florence L. Huntley (W.), Bernice A. Pritchard (W.).
(W.) Indicates West team. (F.) Indicates Fillmore team.



OAKLAND BASKET-BALL TEAMS

Top row—Edris Hudson (Capt., O.), Marie Murray (O.), Gladys Grimes (O.), C. F. Weatherbe, Coach; Edna Thomas (O.), Ruth Ricketts (O.), Mary Wallace (O.).

Middle row—Christine Visser (O.), Alice Dow (L.D.), Penelope Jamieson (L.D.), Rita Damon (Capt., L.D.), Katherine Zimmer (L.D.).

Bottom row—Ruth Pownall (L.D.), Thelma Vogle (L.D.), Emeline Santana (O.), Ruth Lindley (L.D.), Oma Richardson (O.).

(O.) Indicates Oakland team. (L.D.) Indicates Long Distance team.

made four field and two foul goals in the first half and two field and one foul goal in the second half, and Miss Harmon made one foul goal, a total of forty-two points for the Fillmore team of San Francisco.

Miss Pownall made one field goal in the first half, while Miss Damon made one field goal in the first half and one field and two foul goals in the second half, a total of eight points for Long-distance of Oakland.

The San Francisco teams proved the better in each game, but the Oakland teams played a plucky game against heavier and larger teams. In fact, they won much favorable comment because of the spirit they showed in playing their best right up to the last whistle. Special mention should be made of the excellent guard and basket work of the San Francisco teams, of the passing of the ball by the Long-distance team, and of the splendid exhibition of sportsmanship by all of the players. The teams lined up as follows:

FORWARDS

San Francisco—Mary K. Mebach, Anna M. Robinson, Eva M. Harmon (substitute).

Oakland—Ruth A. Pownall, Rita P. Damon.

CENTERS

San Francisco—Wanda Rice (substitute), Bernardine A. Mebach, Margaret D. Maitland.

Oakland—Katherine F. Zimmer, Thelma M. Vogle, Penelope J. Jamieson (substitute).

GUARDS

San Francisco—Mildred C. Beschorman, Rosalia M. Milan, Elsie V. Seehuber (substitute).

Oakland—Alice L. Dow, Ruth Lindley.

W. R. Lethaby, late professor of design at the Royal College of Art, London, is the author of these lines:

What I mean by art is not the affair of a few, but of everybody. It is order, tidiness, the right way of making things and the right way of doing things, especially the public things of our towns and cities. It is a question of pleasant railway stations, of street-cleaning, of controlling advertisements, of making our houses fit for sane people to live in, and of cooking meals fit for healthy people to eat. Moreover, it is a question of keeping our heads up in civilization. We have not been properly led about these things; we have not been properly taught. If we were alone in the world it might not so much matter; but we are not alone.



The Pacific Telephone Magazine



THE PACIFIC TELEPHONE MAGAZINE

Published monthly at
San Francisco for the benefit of its employees
by The Pacific Telephone and
Telegraph Company

B. C. CARROLL - - - - - EDITOR
WALTER A. FOLGER - - - - - ASSISTANT EDITOR
Shreve Building, San Francisco, California

" 'Twas Him"

MANY YEARS AGO when Boss Tweed was driven from his infamous position as the political tyrant of New York City, no factor contributed more greatly to his overthrow than did the famous cartoons of Thomas Nast appearing at that time in *Harper's Weekly*. His most famous drawing was that of a circle of culprits, each with his thumb pointing to his neighbor, the title being "'Twas Him."

While these particular individuals have now disappeared from the world's activities, the "'Twas Him" idea still lingers everywhere. Sometimes it is called "passing the buck." The phrase is not elegant, but it is expressive, and we are informed is drawn from the language of a well-known American indoor sport.

Excuses are poor substitutes for results. The time spent in taking the trouble to make others think we are right is not so profitable as that used in trying to be right in the first instance. We seem to be prone to present in nomination the name of another when a fault, inadvertence, or mistake is discovered. Instead of taking our medicine, we reach for an alibi.

However, the boss who is intelligent enough to have become a boss generally knows the "buck passer," and the smoke screen of the latter, no matter how dense it may seem to him, is but a mist.

Charging the blame or error to another is not conducive to popularity. Every one has glass windows in his house, and if he scatters the rocks about he may find a few of his own panes broken in consequence thereof.

The boss does not like a "buck passer." George Washington had much better luck with his father after the cherry tree episode than he would have had had he charged the affair to a little colored boy who had just run into the woods. Adam tried to lay the blame on another, but he had to move just the same.

"Stand by your guns" is a good maxim all the time. The world likes honesty of thought, honesty of deed, and honesty of expression. It dislikes subterfuge and evasion. If you make a mistake, admit it; if the fault is yours, take the blame. In the long run this will mean far greater success than the "'Twas Him."

Own Your Own Home

OF LATE we have seen a custom developing throughout the country of assigning certain weeks to particular community activities. We have had "Clean-Up" weeks, "Better Eyesight" weeks, "Fire Prevention" weeks, and the latest, we believe, being "Own Your Own Home" week. We are but children of a larger growth looking for and interested in diversions. It is probable that many individuals, acting under some such artificial stimulation, really benefit themselves and others by deeper consideration and consequent action in connection with the things which lead to a better and more comfortable existence.

In connection with the "Own Your Own Home" idea, the home is the basis of American institutions. The good home means refinement, wholesomeness, reliability, and progress. There is a statement contributed to Abraham Lincoln to the effect that "there is not much patriotism in a boarding-house." The acquisition of a home is the acquisition of capital. It means the opportunity to do as one wishes so far as may be consistent with the rights of others. It means the opportunity for hospitality which means closer acquaintanceship and friendship. The owner of a home is a personage in the community, and a proper dignity and standing is a desirable asset in the life of every individual. "Home, Sweet Home" will be sung with greater meaning by the grown-up child whose thoughts go back to his mother's garden and his own hearthstone. This song of songs is not likely to arouse much emotion when its only background is a flat or a third-floor apartment.

It is now possible for almost any employed individual to have a home. Building and loan associations and other financial institutions, requiring an initial payment only sufficient to protect them, are eager to aid the prospective home owner. The interest and payments due are but



the rent money under a different arrangement, and with rapid passage of time one becomes, almost before realizing it, a capitalist and proprietor.

It is undoubtedly true that in the environment of every one, when the growth and prosperity of our territory is noted, there is seldom any loss in the disposition of improved real estate, should circumstances require it. There is also the great element of insurance in the ownership of a home. Should fate take away the man of the family, those left will have the comforts and protection of their own roof, with the time and opportunity to arrange their lives in the best way possible.

"Own Your Own Home" week is a good idea, and to those who have not given it consideration, every week carries a good "own your own home" suggestion.

A Billion in A. T. & T. Stock

In a note addressed to the stockholders, in April, accompanying the regular quarterly dividend of \$2.25 per share, President H. B. Thayer of the American Telephone and Telegraph Company said:

"At the special meeting of the stockholders held on March 27, 1923, it was voted (4,472,629 shares in favor to 255 shares opposed) that the authorized capital stock available for issue when required should be increased to \$1,000,000,000.

"From inquiries, it appears that the proposal to increase the authorized capital stock although explained in the annual report was not clearly understood.

"As shown by the report, the company is growing more rapidly than ever before in its history, in response to a substantial and steadily increasing demand for service.

"From time to time the amount of stock which could be legally issued has been increased in anticipation of the future requirements of the business. The last previous vote raised the authorized stock to \$750,000,000, and while all of that amount has not yet been issued, less than \$50,000,000 would have been available to meet the conversion of bonds and the subscriptions of employees, if the increased amount available for future issues had not been authorized.

"The increase in the capital stock authorized amounts to a license to keep on growing. No offer of stock is contemplated

in 1923. An offer will be made only when the growth of the company's business calls for it and not until then. When a new issue of stock is made, the proceeds will be invested in additional plant to take care of the constantly increasing demand for telephone service, and this increased plant will produce additional revenues. It will be noted that notwithstanding the large new issues of the past two years, neither the property value nor earnings per share have materially changed in that period. The conservative financial policy of the past forty years which has made this possible will be maintained.

"The question has been raised as to how new issues of stock are likely to affect the dividend rate. They have not adversely affected it in the past; and for the reasons given, it would appear that they will not do so in the future."

Do You Know How to Live?

Vice President Calvin Coolidge recently said: "The principal need is to keep the individuals from getting lost in particulars, so that they have no comprehension of the importance of the work they perform, of their own importance to their industry, or of the importance of their industry to the welfare of the country as a whole. In order to avoid this, and in order that the lives of American citizens may be more wholesome and complete, it is very gratifying to see the effort that is being made by those who are responsible for the management of great enterprises to extend to their employees every facility for education and training. It is not enough merely to know how to get a living; it is necessary to know how to live. There is no more unhappy spectacle than that of the person who possesses a large income without the knowledge of how to use it for the advantage of himself, his family, and his community. Education gives to people the breadth and power to enjoy the best things of life in a wholesome and humane way. Those who possess it do not need to resort to those artifices which they characterize as "having a good time," but which injure their bodies, dwarf their intellects, and narrow their lives. Education raises persons above their surroundings and makes them masters of themselves, rather than being merely creatures of circumstances."



Recently Promoted Plant Department Men Being Congratulated

PLANT DEPARTMENT, OREGON DIVISION.
Effective April 21, 1923:

J. F. Lowrie is appointed division superintendent of plant of the Oregon Division, vice Carl Whitmore, who is leaving to take service with the Western Electric Company.

D. P. FULLERTON,
General Superintendent of Plant.
J. C. NOWELL,
Vice President and Gen'l Mgr.
April 20, 1923.

PLANT DEPARTMENT, OREGON DIVISION.
Effective April 21, 1923:

O. C. Hoff is appointed division plant engineer and will have reporting to him E. W. Gardner, outside plant engineer; G. A. Johnson, equipment engineer; and L. L. Phillips, transmission engineer.

E. L. Hutchin, division supervisor of shops and vehicles, who has heretofore reported to the division superintendent of plant will report to G. L. Larson, superintendent of maintenance at Portland.

J. F. LOWRIE,
Division Superintendent of Plant.
APPROVED: D. P. FULLERTON,
General Superintendent of Plant.
April 20, 1923.



CARL WHITMORE

We are turning him over to the Western Electric Company and he'll make a record with them as he has with us.



J. F. LOWRIE

The recently promoted Oregon Division Superintendent of Plant started with our company in 1898.

Congratulations came flying thick and fast to Messrs. Whitmore and Lowrie when it became known that they had each made another step upward on the ladder of responsibility. Both are capable, competent men, and by persistent endeavor have won their promotions in the telephone field.

Mr. Whitmore is going to the Western Electric Company. He will continually work in close touch with Western Electric installations in the Pacific telephone system, and his experience and ability, and his knowledge of our territory, will be of tremendous value to his people and to us. On June 8, 1911, in San Francisco, Mr. Whitmore began working for our company. He was engaged as an engineer. His promotions through the various steps in the plant organization continued until in August, 1921, he was made superintendent of plant for the Oregon Division, succeeding H. J. Tinkham, who is now



division superintendent of plant in Washington.

James Frederick Lowrie (we all know him as Fred) began working for us in the good old days. He was engaged on April 19, 1898, and though we know the exact date of his birth we prefer to say that at that time he was quite a slip of a boy. Mr. Lowrie's record of service is continuous to the present date. As division superintendent of construction of the Washington Division (the job he left when he moved to Oregon) he made a record of accomplishments and his promotion was assured.

We offer our hearty congratulations to these gentlemen upon this occasion, for we firmly believe in a system that recognizes merit when promotions are in order.

Manager G. L. Barham Retires

On May 1, 1890, thirty-three years ago, G. L. Barham undertook the installation of a telephone service in Chico, having the promise of the telephone company that if he could secure a certain number of subscribers an exchange would be established. Mr. Barham secured 104 subscribers and established the first exchange at this point. There were then only 250,000 telephones in the whole United States, mostly confined to the larger cities, and it was problematical whether an exchange at that time could be made successful in as small a town as Chico. But the Chico exchange was a success from the beginning and on May 1, 1923, when Mr. Barham leaves the service

of the company, this exchange will be serving more than 2000 subscribers, while the total number in the United States is more than 14,000,000. Mr. Barham was instrumental in extending the service in all directions from Chico. He established the first farmer lines which ran on barbed-wire fences; he has seen the number of employees grow from one to more than twenty in the operating department and as many more in other capacities; and the telephone firmly established as an essential and necessary factor in the business and social life of the community. At all times firmly loyal to his company, Mr. Barham has consistently met the public in a spirit of coöperation and helpfulness, to the end that the attitude of his subscribers to the company has been one of warmth and satisfaction. Since that May day when G. L. Barham took up the duties of the telephone company in Chico to this May day when he lays them down, there has elapsed a period of thirty-three years, and, knowing well his love and loyalty for the company, we can appreciate the mist which will cloud the eyes of our fellow worker as he turns away from the office for the last time. He leaves his work with the esteem and affection of all with whom he has come in contact. G. L. Barham, may you live long and prosper. Mr. Barham will be succeeded as manager by W. T. Watts of Red Bluff, who has held a similar position for the past three years. He will assume his duties in Chico on May 1.

They Like the Los Angeles Directory

Unique as it may seem, a book review of a telephone directory published in a daily paper creates no greater interest than some of the very interesting as well as amusing incidents which present themselves during the preparation and distribution of a single issue of a directory. The delivery of the Los Angeles directory is made by private concerns, who, of course, since they are paid for the return of the obsolete books, make every effort to pick up as many as possible. To secure some of these books requires considerable tact and diplomacy on the part of the deliveryman, as evidenced by the following incidents:

A lady residing in Hollywood refused to part with an old directory when it was explained that we desired to replace it



G. L. BARHAM



with a new one. She stated it was necessary to use it to obtain the correct posture while riding in her automobile and that nothing else quite took the place of a telephone directory.

Another young lady refused even to consider surrendering the old book because it was being used by her as an improvised shield to keep her foot from slipping from the clutch and brake pedals of her car.

In one of the more exclusive residences, a society matron confronted the deliveryman with a plea that she did not wish to have the old directory replaced with a more current issue since she had used the last piece of an exclusive pattern of wall paper to paste on both the front and back cover so that it would harmonize with the paper with which her walls were decorated. No more of this paper was available, so she insisted upon keeping the old book, regardless of the number of changes that had been made since its distribution.

A deliveryman was informed at one residence that the mistress of the house had the number of every person whom she wished to call designated on the margin by an arrow and it would be too much

trouble to mark up a new directory. She insisted that she would retain the old book and would not use a new one if it was left with her.

The February issue of the Los Angeles directory consists of 260,000 copies of 912 pages each; 22,275 pounds of cover paper, and 1,006,700 pounds of white and yellow news-print paper were used, or a total of 1507 rolls of paper weighing between 700 and 800 pounds each; if these rolls were placed one on top of the other, they would make a column 5700 feet high, and if unwound, would make a strip of paper $36\frac{7}{8}$ inches wide 5710 miles long; the entire edition totals 237,000,000 pages, and 13,260 pounds, or 30 barrels, of black ink were used in printing same; 900 yards of super-cloth, 5230 pounds of glue, and 860 pounds of glycerine were used in binding this issue; to tie the directories in bundles for convenience in handling, 4000 pounds of Manila rope were used; January 15, 1923, was the closing date for the directory, and on February 28, 1923, the first books were being delivered to subscribers; a modern Goss perfecting press capable of printing 64 pages at an operation was used, and it required 50 twenty-hour days to complete the job.

Eastern Visitors to Our Coast

During April the Pacific Coast was visited by J. L. Kilpatrick, general manager of installation of the Western Electric Company, New York, and S. S. Holmes, general superintendent of installation, Hawthorne, Chicago, who is of Mr. Kilpatrick's staff. The gentlemen came west to look over our new and old plants, become acquainted with our installation problems as they are related to Western Electric activities, and familiarize themselves with conditions in our territory.

Both officials spent some time in the Southern and Coast divisions and Mr. Kilpatrick went to Denver from San Francisco, while Mr. Holmes returned to Chicago after having seen Portland and Seattle.

While Mr. Kilpatrick and Mr. Holmes were in San Francisco Carl Whitmore of Portland, division superintendent of plant for the Oregon Division, was with them

considerably, and a little later the announcement was made that Mr. Whitmore was to be a member of Mr. Holmes's staff, with offices in San Francisco.

As Mr. Kilpatrick and our Vice President and General Manager J. C. Nowell were old acquaintances, having been associated years ago in the plant organization in Philadelphia, it was noticed that they were in each others company considerably.

Hugh Treat, manager of the Western Electric San Francisco telephone distributing house, gave a very enjoyable luncheon at the St. Francis on April 6 in honor of the Eastern men. Those present were Messrs. McFarland, Nowell, Burkett, Corcoran, Fullerton, of our company; H. P. Charlesworth of the American Telephone and Telegraph Company, New York, and Messrs. Kilpatrick, Holmes, Hurley, Wallis and Treat of the Western Electric.



Explanation of Sickness Disability Benefits Provided Under Our Company's Benefit Plan

Length of time you may receive benefits according to your years of continuous service, providing disability continues, as shown by medical reports:

| | |
|---|---|
| 2 years but less than 5 years of service.... | 4 weeks full pay, 9 weeks half pay. |
| 5 years but less than 10 years of service.... | 13 weeks full pay, 13 weeks half pay. |
| 10 years of service or over..... | 13 weeks full pay, 39 weeks half pay. |
| 15 years of service or over..... | A disability pension after the sickness benefits provided for ten years of <i>continuous</i> service have been paid, and if disability continues. |

Sickness disability benefits begin on the eighth day of your *continuous absence* from duty on account of disability, and providing you have at least two years of continuous service in the Bell System to your credit. If, after a period of absence during which you were paid sickness benefits, you return to work and suffer a relapse within 14 days, making it necessary to be absent again from duty due to disability, your benefits will begin on the first day of absence. If your relapse does not occur until after 14 days since returning to work, benefits do not become payable until the eighth day after your relapse.

Periods of benefits due to relapses, as explained above, are added together and counted as one period during which you may receive benefits, until such time as you have returned to work and have been *continuously* employed at your duties for a period of 13 weeks. After 13 weeks at work you are eligible to receive your entire maximum period of benefits over again, providing you are taken sick and physically unable to work.

The waiting periods of 7 days before sickness benefits begin as mentioned above, are in accordance with paragraph 3, section 7 of the Benefit Plan, and the committee can not authorize the payment of benefits from the Benefit Fund during these waiting periods.

"Full pay" and "half pay" referred to above, mean the rate of pay you are receiving for full time service at the time you become physically unable to work as the result of sickness or accident off duty.

The periods during which benefits may be paid for each period of *continuous* employment, mean that benefits are payable during your disability, but not to exceed the period shown for your *continuous* employment; this does not mean that it is permissible to remain absent from duty and receive benefits unless physically disabled for work by reason of sickness according to medical reports.

The Benefit Fund Committee has authority to approve the payment of Sickness Disability Benefits during periods you are too ill to work, but not to continue such payments after you are well or during further absence for other reasons.

The disability pension above mentioned for fifteen years of service is payable only after the sickness disability benefits of thirteen weeks full pay and thirty-nine weeks half pay expire, and provided you are physically unable to work. The Benefit Plan does not authorize the Benefit Fund Committee to continue such payments after your disability ceases.

EMPLOYEES' BENEFIT FUND COMMITTEE.

(Next issue will contain explanation of Accident Disability Benefits.)



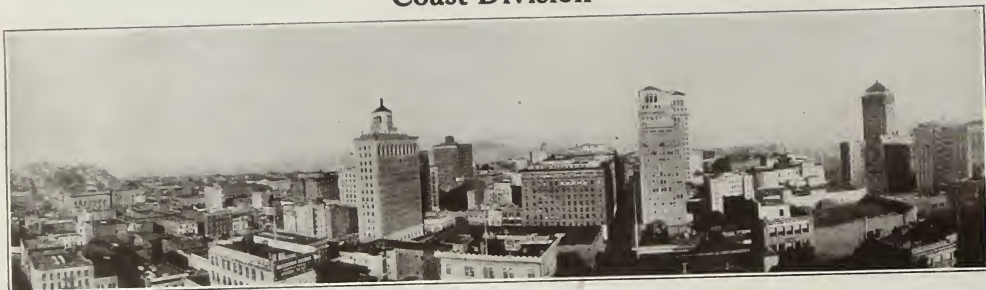
Many of the girls at Tabor office, Portland, have acquired a taste for coffee, now that we have a new coffee urn installed in the cafeteria, and the coffee is delicious.

On the evening of April 9 the Corvallis Chapter of the Oregon State Retail Merchants Association held an open meeting and banquet at which, and by request of the association, I. T. Felts of our Portland commercial office made a talk on the business possibilities of the telephone. There were present at the meeting about 180 people, by whom Mr. Felts's talk was thoroughly enjoyed, and many complimentary remarks have been passed by those who were so fortunate as to have been in attendance. The Telephone Quartet, consisting of Hal Young, tenor; D. O. Denman, baritone; Ferris Abbott, bass; Mark Daniels, second tenor, with Miss Ruby Lloyd as accompanist, provided additional

entertainment which made a great hit. To quote one of the officers of the association, "The quartet was really more than we had expected and some of our music critics say that this was one of the best treats that has been offered in Corvallis for some time."

May Finley, pay station attendant in the lobby of the Telephone Building, Portland, and an employee of the traffic department for the past twelve years is now attending business college. A business course is of great benefit to any telephone employee, irrespective of the department in which they are employed. Our only regret is that we miss the pleasant camaraderie of Miss Finley's personality, and, although we sincerely feel this loss, we admire any one who has the ambition to work and study in an effort to better his position.

Coast Division



A Sky-Line View of San Francisco, Division Headquarters

*Division Commercial Superintendent, J. W. GILKYSOON.
Division Superintendent of Plant, H. MCBIRNEY.
Division Superintendent of Traffic, F. J. REAGAN.*

Bernice M. Kelleher was recently engaged as stenographer in Manager Delury's office, San Francisco.

Miss Helen Hartshorn has recently been added to our Oakland plant department as a stenographer.

Miss Mary Grierson has recently been appointed clerk in the traffic department at our Richmond exchange.

L. T. Switzer has been transferred from the division commercial superintendent's office to the manager's office at Oakland.

Miss Frances Maggini, operator at King City, resigned on April 1 to be married to P. J. Giudici. The wedding took place on April 9.

Harold J. Kearns was recently transferred from the Manager's office at Oakland to the division commercial superintendent's office at Sacramento.

Miss Anita Baulsir, stenographer in the office of the superintendent of maintenance, San Jose, for the past five years, has been transferred to the office of the division superintendent of plant, San Francisco.

R. B. Stewart, who was recently appointed supervisor of transmission-toll, has left for New York, where he is expected to absorb, among other things, a considerable knowledge of inductive interference. The Singer Building is apparently in for some competition.

Miss Alma Meyer, former operator in the Superior office, Chicago, of the Illinois Bell Telephone Company has been transferred to our Hollister office.

Sympathy is being extended to Mr. and Mrs. C. E. Bennett in the recent death of their youngest child. Mr. Bennett is installer at the Monterey exchange.

Mrs. Ellen Harder has been appointed evening chief operator at the Richmond exchange, succeeding Mrs. Jennie Keating who has been transferred to other duties.

Mary V. Doran was recently transferred from the Seattle revenue accountant's office to clerk in manager's office at Vellejo, succeeding Rose M. Scally, who resigned.

Due to the large amount of underground cable to be placed in San Francisco and Oakland, it has been necessary to add temporarily another cable placing gang, with C. L. Meyer as foreman.

Miss Letitia Fonseca of King City has been temporarily transferred from day to night duty, exchanging with Miss Marie Machado, former night operator, who is transferred to day shift.

Our transmission engineers played an important rôle in demonstrating the Western Electric public address system at the recent radio and electric exhibition in the Civic Auditorium, San Francisco. As a result of their great success, several of the engineers were in good spirits and *vice versa*.



The new San Jose Hospital at San Jose is rapidly nearing completion and it is expected to be far enough advanced with the next ten days so that the P. B. X. switchboard may be installed.

Miss Rovella Hornbeck, evening operator at Empire office, Portland, was a recent visitor at our San Jose commercial office. Miss Hornbeck made a tour of our operating offices and was very much impressed.

The following operators were recently transferred to the Richmond exchange. Miss Ruby O'Connell, transferred from Belvedere; Miss Alice Drake, from the Berkeley exchange; Miss Elsie Carmichael, from Utica, N. Y.

In connection with the establishing of a new unit in our Berkeley office, known as "Thornwall," the major portion of this installation is now completed and it is expected that about 1200 lines will be working in this unit by May 1.

The completion of the installing of 100 pair cable from Monterey exchange to Carmel by T. H. Masterson and gang has relieved a badly congested condition and is being rapidly used at Carmel by installations and regrading.

L. S. Nevins has been transferred from the general commercial superintendent's office to the division commercial superintendent's office, San Francisco, succeeding Charles A. Meers, transferred to the general commercial superintendent's office.

An apartment house system has just been installed for the Gardner Apartments, San Jose. This makes the twenty-sixth apartment house system in the Garden City. There are also three additional orders for apartment house systems on hand not yet completed.

Foreman C. H. Von Konsky, skipper of the good ship *Repairman*, evidently believes that spring is here and wants to start house-cleaning, as he has sent in a requisition for some paint. A "clean-up campaign" once a year doesn't mean anything in Harry's life, as you will always find things ship-shape on the barge.

"Tex," an all-night restaurateur, is giving the orchardist in the vicinity of Hollister an unique bit of telephone service. During the early spring season it is necessary to smudge to save the young fruit from Jack Frost. When the thermometer gets around 33 degrees, "Tex" quickly telephones a warning to the fruit men.

Work is progressing rapidly on Estimate 30471, which provides general cable relief in Colma, Daly City and other parts of Randolph district San Francisco. Sixty-five per cent of the work is now completed and the majority of the cable splicers have been assigned to this estimate in order to provide facilities at an early date to complete the large number of delayed orders being held in this rapidly growing district.

A course of instruction in "First Aid" has been started in the San Jose district. Practically 100 per cent of the male employees of the plant department have signified their intention of taking the course. The first class was started at San Jose April 10 and will be held weekly until the course is completed. The classes are in charge of E. B. Forney, wire chief, San Jose, who recently took a course of instruction under E. E. Harding in San Francisco.

The many friends of F. A. Brierly, chief foreman of cable and subway plant, will be pleased to hear that he resumed his duties on April 1, after an absence of three months on account of sickness. Frank says he never felt better in his life, and, after three months of dieting, he will hereafter have to qualify as a lightweight.

When J. D. Worthington left his duties as manager of Hollister to take charge of our Palo Alto exchange, the local workers at Hollister showed their usual spirit of coöperation and good feeling by a farewell gift of a silver match case suitably engraved. No doubt J. D. will often be reminded of his five-year stay in Hollister by this useful gift.

Mrs. Murphy, our Hollister chief operator, was recently called upon by the local coroner to help identify the body of a man found on a little used country road. The only means of identification being a San Jose telephone number, upon investigation and the notifying of his brother, it was found that he was a member of an old Spanish family prominent in the early history of California.

The following private branch exchange installations were recently completed at our Richmond exchange: No. 1 P. B. X., consisting of switchboard, three trunk lines, and thirteen stations, for the Mercantile Trust Company; No. 1 P. B. X., consisting of switchboard, three trunk lines, and ten stations, for the Pacific Sanitary Manufacturing Company; cordless private branch exchange, with six stations and two trunk lines, for the Pacific Porcelain Ware Company.

In the early part of April 442 subscribers were cut from our Merritt to Fruitvale exchange on the Oakland side of the bay. This extends the Fruitvale district westward to Fourteenth Avenue. The company recently purchased property on East Twelfth Street, near Forty-fifth Avenue, for the purpose of erecting a garage to accommodate the cars in use in the eastern part of the city and effect a considerable saving in traveling time between the Emeryville garage and this part of town.

Just recently a subscriber at Belvedere withheld payment of his telephone bill pending the explanation of a \$1.50 charge for changing account from a former subscriber's name to his name. After receiving the manager's letter giving him a clear and satisfactory explanation of the charge in question, he acknowledged receipt of the letter of explanation and enclosed his check in payment of his account. In conclusion he said: "It is plain to see that the telephone company always has the majority of trump cards on hand. I regret that I haven't more stock in the company."

Equipment installers, working under the supervision of Equipment Supervisors C. D. Dean and D. J. Sheehy, have completed the installation of additional answering jacks and multiple at Mission-Valencia, Market-Park, and West-Fillmore offices, San Francisco, under Estimates 30623, 30626, and 30658, respectively. Day and night crews were employed on these projects, which provided urgent subscribers' relief in these districts. The splendid energy displayed by each employee engaged upon the projects (an attribute of all telephone employees where an emergency is to be met) made it possible even to better the scheduled dates.



It is with regret that we announce the death of Miss Minnie Lange, operator at Monterey exchange for the past eleven years. Miss Lange passed away at her residence March 18, after an illness of some duration, leaving a mother, three brothers, and one sister to mourn her loss. In the passing of Miss Lange the Monterey exchange has suffered the great loss of one of the most courteous and efficient operators. Miss Lange's aim at all times was to be on time and render the best service.

During the month of March, Equipment Installers E. A. Ross, P. A. Hammer, J. B. Goulart, and H. N. Barber, working under Equipment Supervisor H. L. Wilcox, completed the installation of sixteen positions of centralized information and street address desks on the third floor of the new main office at 1519 Franklin Street, Oakland, under Estimate 30486. These switchboards were removed from the old main office, 1545 Franklin Street, under Estimate 30485, in order to provide space for the traffic department. It was necessary to make the change of location without interruption of service, and the installers engaged upon the work are being congratulated upon the skilful manner in which they accomplished it.

Miss Pearl Hanson, former chief operator and commercial representative at Fortuna, Humboldt County, Cal., passed away March 20. Miss Hanson entered the services of this company on March 1, 1908, as a student operator, and on February 1, 1910, she became chief operator and commercial representative at Fortuna. The Fortuna *Advance* says: "Pearl Hanson was born in Rohnerville, July 30, 1887, and when a young girl moved with her family to this city, after living a short time in Scotia. In this town Miss Hanson attended the public schools and grew to womanhood. On leaving school, she entered the local telephone office, a position she has held steadily for the past fifteen years, and for several years was chief operator. In this position she proved a valuable employee for the company she served so long and well. Her cheerful "Number, please" was always pleasing to hear and reflected the sweet disposition that was hers and made everybody her friend. Her untimely death will be mourned by all and her memory will be kept green by those who knew her best."

It is with regret we chronicle the passing away of Jens Peter Jensen at his home in San Jose the night of April 9, after an illness of several months. Peter J., as he was familiarly known among his friends in the company, was born in Denmark 56 years ago, and like many of his countrymen felt the call of the sea. After several years before the mast he settled in New York and became an employee of the New York Telephone Company. About the year 1900 Peter J. arrived in San Francisco and secured employment with the Sunset Telephone and Telegraph Company as a switchboardman at the old Bush Street office. From 1900 to 1911 Mr. Jensen was engaged on various work with the plant department, and in 1911 was appointed inspector in the Oakland district, which position he held until about July, 1917. In July, 1922, he again came to Oakland as maintenance foreman, the position he held when taken down with the illness that caused his death. Mr. Jensen was a member of the Masonic fraternity, under whose auspices the funeral services were conducted. He leaves an affectionate wife

and two sons and a large circle of friends to mourn his death. Of Jens Peter Jensen it can be truthfully said that he was as true to himself and his obligations as he was faithful in the discharge of the duties of the various positions to which he was called.

In order to celebrate properly the award to Miss Zola Toothaker of her service emblem, the operating employees of Antioch and their friends gave her a surprise party on March 21. Dancing and singing were followed by refreshments and the party was voted a success.

On March 19, Berkeley office was the scene of a very happy gathering in celebration of the attainment of the twentieth anniversary of Miss Nora Rowe's entrance into the service of our company. This meeting brought together many of her former associates, and to Miss Morton, chief operator at Merritt office, was given the honor of presenting the service emblem. As a testimonial to the popularity of Miss Rowe, she received from the supervisory and central office force a gorgeous basket of flowers and bouquet of roses. Among the invited guests were Chief Operators Misses Stevens, Kindle, Riffin, Morton, McDaniels, Elliot, Tasto, Ligda, and Mesdames Azavedo and Wood. The central office personnel was represented through the presence of the Misses Gray, Maschio, Aanonsen, Stetson, Flitz, Gautadine, Mein, Adams, Zimmer, Schander, Childs, Mesdames Cameron, and Hirschman, and Messrs Kelly, Weatherbe, Cole, Kellar, and the commercial department by Manager Glover and Miss Kelley. A delightful repast was served in the prettily decorated dining-room while vocal numbers were rendered by the Misses Matthews, Moore, and Kelley, accompanied by Miss Montague. After a social hour, during which time congratulations and best wishes were extended to Miss Rowe, all present were conducted through Thornwall office, the new Berkeley unit recently cut into service.

Estimate 30471, Randolph office district, San Francisco, is a somewhat unique estimate as to size, new features, and scope. This estimate provides for new outside plant and the relief of existing plant in the southern part of San Francisco, a residential section of that city, which is rapidly developing. The method of disassociating underground feeder and aerial distributing plant through the medium of the new "B" type terminal is being introduced on a large scale by this estimate. A provision which calls for transferring 630 stations from Mission, and adjacent district, into Randolph will relieve a congested central office equipment condition in Mission office. Some of the salient features of this estimate are: Placing 14 miles of aerial cable; placing 100,000 feet of conduit; placing 18,851 feet of 1212 pair 24-gauge cable; placing 3044 feet of 606 pair 24-gauge cable; placing 8800 feet of No. 22 paired flame-proof jumper wire; placing 295 No. 14 type terminals of various sizes; placing 50 type "B" boxes, ranging from 26 to 404 pairs; removing 300,000 feet of C. & S. drop wire. The first conduit was placed in January and facilities are scheduled for May 31, 1923. Six thousand half taps and four thousand flips are necessary to complete this work. At the present time there are four construction crews and thirty splicers employed, working day and night. The amount of money to be expended is \$155,060.



Inland Division



A Sky-Line View of Sacramento, Division Headquarters

Division Superintendent of Traffic, O. COLE, JR.

Division Superintendent of Plant, E. H. LONG.

Division Commercial Superintendent, F. L. McNALLY.

Miss Clara Stoner has been appointed evening chief operator of Fresno local.

Miss Alice Esther Turner is a recent addition to the operating force at Red Bluff.

Miss Wilma Alice Morgan and Laura Josephine Lovelett are new employees at the Chico exchange.

Mrs. Estelle Gleason, operator, Fresno local, has recently been promoted to the position of evening supervisor.

Misses Gertrude A. Longeway and Evelyn L. Hoskins have recently been added to our operating force at Sonora.

Miss Wilma Hubbard recently succeeded Miss Sadie Phillips as stenographer in Manager Owens's office at Stockton.

Miss Gwendolyn Meril Mosely has been engaged at Quincy, succeeding Maude Ernestine Ball, who recently resigned to be married.

H. E. Owens, manager of our Stockton exchange, was a delegate to the state convention of Rotary clubs held in Pasadena on April 6-7.

The equipment installers are very busy in our Hanford exchange completing the installation of an additional toll section in the operating room.

The cutover at Madera from the old "C" frame equipment to a new special No. 9 switchboard was very successfully completed on the eve of March 31.

George E. Carnine has been transferred from the manager's office at Stockton to the position of chief clerk to W. C. Handlan, plant chief of the Stockton district.

Miss Hazel Jean Nichols was recently engaged as an operator at Dunsuir; also Misses Vivian Bunch and Ora Hornor have been added to our force at the Dunsuir office.

Our plant department, has just completed the installation of an I. C. S. system with four trunks and nineteen stations for the Woodland Sanatorium. This makes a total of six intercommunicating systems working in Woodland.

Our Oroville office has recently been redecorated, under the supervision of Manuel Souza. The operating room with its standard colors now presents a very attractive appearance.

Miss Golda Garner, Chico operator, spent the day recently with friends in Sacramento. She reports a very interesting and pleasurable visit to the Sacramento office during her stay.

Miss Jennie Baird has been appointed to the position of evening chief operator and Miss Josephine Sherman has been appointed night chief operator in our Fresno toll office.

Miss Doris A. Swett and Mrs. Verna Downs have been placed on our force at Modesto. The latter has had previous experience with the Bell Telephone Company at Omaha and at Lincoln, Neb.

The operating employees at Woodland are making preparations to enter a float in the Floral Festival parade to be held in Woodland on May 12. If enthusiasm and hard work count for anything, this float will be one of the most beautiful in the parade.

E. N. Hicks, Fresno district traffic superintendent, is now domiciled in his new quarters in the Patterson building, Fresno, and the Fresno toll department has been successfully established in their new quarters on the third floor of the exchange building.

The new Stockton retiring room is graced with a beautiful new Columbia Grafanola, which was purchased with the money sent by the George Shima Company for Christmas to the Stockton local and toll forces. All of the latest records are to be heard, too.

Edna Wickham, chief operator, Capital office, Sacramento, resigned during March to become the bride of Frank Gessner. A few evenings before she left, she was entertained by her more intimate friends in Main and Capital offices at an elaborate party and shower held in the Capital Telephone Club rooms. Miss Wickham received many beautiful and useful gifts and every one present reported having a wonderful time.



Recently Mrs. Frances Corcoran, chief operator of the Gridley exchange, had the misfortune to have her home destroyed by fire. The fire was due to a defective flue, and as there was no means of combating the flames, the house and two large barns, were entirely consumed.

Porterville was well represented at the last dance given by the Valley Telephone Club in Fresno, Foreman Kope and his crew, together with Manager Britton and his wife and Wire Chief Meisenheimer, attended the function. We are wondering why Mr. Meisenheimer left his wife at home.

A. J. Lafranchi, recently transferred from his position as manager at Marysville to that of commercial supervisor, Inland Division, with headquarters at Sacramento, was presented by the commercial, plant, and traffic departments of Marysville with a very fine fountain pen as a token of their admiration and respect.

At a recent fire in Hanford, Manager G. A. McIntosh distinguished himself when he rushed into a burning residence and pulled a No. 294-A subset from the wall. Wire Chief L. J. Harris complimented him on his bravery and thanked him profusely for the set, as there had been a shortage of sets in the storeroom at that time.

Miss Ruth Bradley, long-distance operator at the Chico office, received a gold service emblem this month, indicative of five years' continuous service with the company. Two other employees in the district will shortly receive emblems and are looking forward with considerable anticipation to the time when they become eligible for the pin.

On the evening of March 12 Miss Etta Butler, who is one of the Chico district representatives, traffic department, entertained the operators of the Willows exchange in the restroom. Pretty Chinese place cards were used and the refreshments consisted of chop suey with all the "trimmings." Every one reported a very enjoyable evening.

Mrs. Mayme Ryan, district representative for Sacramento, has recently purchased a new car. She leaves April 15 with her family on a motor trip to Fresno, where she plans to spend her vacation visiting her sister, Mrs. David Hall. Mrs. Hall is affectionately remembered by the Sacramento toll force as Miss Frances Fugitt, former supervisor there.

Dan Cupid recently visited our Stockton commercial office and as a result has claimed three victims, namely: Miss Helen Roper, who is to wed Austin Smith of Texas, and at which place the future Mrs. Smith is to make her home; Miss Dorothy Scribner is to wed Lloyd Walter, who is in business in Stockton; it is also understood that Miss Sadie Phillips, former stenographer for Manager Owens, is soon to wed a prominent young man of Lodi.

On March 16 the Redding plant department completed the installation of a 91-station private branch exchange for the Golden Eagle Hotel at Redding. This is the first system of this nature to be installed in Northern California north of Chico. Gronwoldt Brothers, proprietors of the Golden Eagle Hotel, were greatly pleased with the manner in which the installation was handled. This initial installation will no doubt lead to others of its kind in this section of the state.

Manager Harry Britton at Porterville has been telling "Slim" Mercer that the scouts for the Giants and Yankees were after him, but that he would not sign because Manager Dobel of the Valley Telephone Club team of Fresno district needed him to help win the Inland Division pennant.

The following employees in our Fresno exchange have recently succumbed to Cupid's attacks, necessitating the following name changes: Thelma Duckett to Boles, Mae F. Sweeney to Bridges, Marjorie A. Grissim to Wilson, Mildred M. White to Farrell, Ruth D. Ferrier to DePew, Florence Hughes to Butts, and Florence Dotey to Tessendore.

The following changes in organization have been made in Capital office, Sacramento, since the resignation of the former chief operator: Mrs. Anna Widing, evening chief operator, has been appointed chief operator; Mrs. Aloma Dole, night chief operator, has been appointed evening chief operator; Miss Hazel Henderson, night operator, has been promoted to the position of night chief operator.

Miss Mamie Newell, Sacramento toll chief operator, was very pleasantly surprised recently at her home by a number of the employees from her office. At the closing of the evening, sandwiches, cake, and coffee, which the girls had prepared, were served. The honor guests were Miss Newell, Miss Katherine McCormack, Main chief operator; Miss Rose Maciel, evening chief operator Main office, and Miss Pearl Evans, evening chief operator, Toll office.

Very honorable mention is made of Miss Helen Schultz, office elector at Yreka. During a recent emergency condition resulting from an automobile accident to prominent people in this locality, which occasioned every drop on the switchboard to show "busy," Miss Schultz while alone at the board handled the tremendous number of calls, both local and long distance with a promptness and dispatch that has called forth praise from all parts of the district.

On March 1 wire thieves removed four spans of a Fresno-Stockton toll circuit, four miles north of Fresno. So far no clues have been found that would lead to the guilty parties. The thieves selected an inaccessible place, where the only method of reaching the spot would be by speeder on the railroad, as no roads follow the lead at that point, and throwing a rope over the wires close to the arm, had sawed the wires down, and then whirled the other end around until it twisted off. The same treatment was followed out for three or four poles.

Effective March 1, the title of J. C. Parsons, division supervisor of methods, was changed to division commercial supervisor. The following changes are effective in the Inland Division April 1, 1923: J. L. Yarnall appointed manager, Modesto, vice O. I. Crites; F. E. Milne appointed manager, Visalia, vice J. L. Yarnall; G. A. McIntosh appointed manager, Newman, vice M. E. Hsley; D. J. Hunt appointed manager, Hanford-Coalinga, supervision over both territories; M. H. Baker appointed manager, Marysville, vice A. J. Lafranchi; E. C. LeCount temporarily assigned manager, Oroville; A. J. Lafranchi transferred to division office as commercial supervisor, reporting to division commercial supervisor; H. J. Kearns appointed division supervisor of methods.



Walter Hunter, a prominent civil engineer of Stockton, was struck dead by lightning while playing golf on the Country Club golf links at Stockton on April 1. Mr. Hunter was a former telephone man and worked on the original installation of the telephone system in the Philippine Islands. Jack Hunter of the installation department of Stockton was an uncle of Walter Hunter.

The "Making Friends" campaign which was in progress in the Chico district during the month of March was terminated on April 7. The winning exchange in the campaign was Corning, which entertained 635 visitors during the period, although Orland, with 328 visitors, ran second. The purpose of the campaign was to induce as many subscribers as possible to visit the central offices in order to become more familiar with our work. These visitors were accompanied through the exchange by a traffic employee and the work of the operating department explained to them. It is thought that the campaign has made many friends for the telephone company, and it gave us an opportunity to know more of our subscribers personally as well as to have them become acquainted with us.

A large crowd of plant employees attended the regular meeting of the Capital Telephone Club on the evening of March 26 to see a demonstration in "First-Aid" work, which was performed by the Maintenance First Aid Team of Sacramento district. This team is composed of Messrs. H. D. Maybury (captain), L. N. Roberts, L. C. Marchand, R. A. Harrington, and A. E. Larson. These men are all thoroughly familiar with "First-Aid" work, and their exhibition was not only interesting but educational to the audience. After this exhibition a motion picture reel entitled "Making of Telephone History" was shown to the members. This was the first time the members of the Capital Telephone Club have had a chance to use the new motion picture machine which was recently purchased for use in this division, and the innovation made quite a hit with all present. After the entertainment the rest of the evening was given over to social activities.

Before a full attendance of the Capital Telephone Club at Sacramento, on the evening of March 12, J. E. Thomas, division commercial engineer, spoke on the subject of "Commercial Engineering—Its Relation to the Every-Day Problems of the Telephone Business and the Necessity of a Closer Coöperation Between Employees of the Different Departments." The boys were very much interested, as they obtained first-hand information regarding one feature of our business which had always been more or less of a mystery to them. Much good is expected by reason of a better appreciation of the other fellow's job, and comments by many of those present would indicate that the results will be beneficial to the company's interests. Reporting the success of this meeting, the "Inland Relay," Editor Henry's breezy publication said: "A big crowd turned out to the club meeting of the Capital Club in Sacramento on March 12 to hear Joe Thomas, division commercial engineer, give a talk on commercial engineering. Mr. Thomas's talk was a real education to many of the plant employees present who were not familiar with some of the duties of the commercial department, and was greatly enjoyed as real entertainment."

The following letter of commendation was recently received by our chief operator at Lodi: "DEAR MRS. GREGG:—We wish at this time to express our appreciation of the splendid long-distance service we have been getting on our long-distance calls. The writer in the past has had many long-distance calls placed through your office and the service has been excellent so we are taking this means of expressing our appreciation of the efforts of those in your division who have made this good service possible. Yours very truly, LODI LUMBER Co., per D. A. FRASER, Manager."

The following letter, accompanied by a huge box of candy, was recently received by the chief operator and operating force at Modesto from the Modesto Fire Department: "MISS HARRISON AND GIRLS: The members of the Modesto Fire Department wish to extend to you very sincere thanks for your hearty coöperation April 10, 1923. The service rendered by you in answering the calls to and from the firehouse was perfect in every way. By such service you helped us in no small way to win the bond issue for more fire protection. Again we thank you one and all for the prompt and courteous service rendered by you at all times. Sincerely, THE MODESTO FIRE DEPARTMENT, GEORGE E. WALLACE, Chief."

On the afternoon of April 9 seventeen members of the Parent-Teachers Association of Redding, in response to an invitation from Manager A. H. McCambridge, visited the Redding exchange and were shown through the entire office. Everything, including the operation of the switchboard, toll line repeaters, carrier telephone and telegraph instrumentalities, was thoroughly explained to the ladies and they expressed themselves as greatly impressed. Upon leaving, after an hour's visit, one of the ladies stated that she had been somewhat undecided in visiting the office, due to the fact that she had the impression that everything would be covered with dust and cobwebs. She was very favorably impressed with the clean and neat appearance of the entire building and wanted to know who was the good housekeeper.

W. H. Faust, our manager at Lodi, has written this paragraph on the subject of "Information": "To the telephone employee 'Information' usually carries with it one thought, and that is in connection with the activities of the traffic department in giving information to subscribers or patrons. Have you ever thought, or have you had the experience as a commercial employee, of the various sources of information, outside of the function performed by the traffic department, that you can disseminate to the general public? The telephone business is unique in that it has more patrons, covering a wider field, than any other commercial pursuit, and consequently, being universal in its scope, is known to nearly every human being in the civilized world of today. The traveler away from home, naturally, when in need of information, seeks out some one with whom he is more or less familiar, be it a lodge member or member of some social organization with which he is connected in his home town; in the absence of any such affiliation, he looks around him and locates the telephone office, where he knows, nearly to a certainty, that he can find the information he seeks, whether it be of friends or relatives, roads and the condition of same, dis-



tances between cities, location of hotels and office buildings, time of trains arriving and departing, information regarding the standing of various merchants, affairs of city and county government, number of churches and schools, names of clubs, and a thousand and one items of information usually sought by the stranger in a strange community. All employees, whether commercial, plant, or traffic, should learn to know the community in which they work and live; they should familiarize themselves with the things that are going on about them, to the end that a knowledge of their community and its people may become a vital asset in the upbuilding of our business, and which should also result in better public relations."

After weeks of talk and preparation, the second annual dance of the Chico Bell Club and the Pacific Club was held in Chico on April 7. The event was staged in the K. of P. Hall. Tolley's orchestra of Oroville furnishing the music. The decorations were in charge of a committee whose artistic ability was most favorably commented upon by the guests. Streamers of pink and blue, with blue bell pendants, festooned the walls and ceiling, while the same scheme was carried out in the decorations of the booth and refreshment room. Punch was served between dances, and delicious home-made sandwiches, olives, coffee, and ice cream and cake, were enjoyed at a late hour. Representatives were present from Sacramento, Marysville, Oroville, Willows, Red Bluff, Redding, Butte City, Corning, Gridley, and Biggs.

The Reno *Evening Gazette*, said in a recent edition: "Crews have just been put to work by the Bell Telephone Company of Nevada on toll line extensions in practically all directions out of Reno, this to round out an improvement program directly affecting Reno and Western Nevada, entailing expenditures estimated at nearly \$100,000, according to an announcement today by Colonel C. H. Moore, resident manager of the company. Additional copper circuits will be installed between Reno and Carson City, a new circuit between Reno and Dayton Junction, another between Reno and Virginia City and two additional circuits west from Reno to be 'tied up' with wires being strung easterly from Coast points so that appreciable augmented service facilities will be available to all points west of this city. The new circuits to connect Reno with points to the south and east, will cost the company in the neighborhood of \$12,740, Colonel Moore said, while the estimated amount to be expended on toll line improvements between Reno and the California line will be \$11,800. This is in addition to improvements to the local plants at Reno and Sparks involving expenditures aggregating \$40,000, the work now nearing completion, and the separation of the toll room from the operating room at the Reno exchange, necessitating an addition to the building and the installation of new equipment in connection with which the company has expended \$20,000. An expert is here for the purpose of conducting tests to better balance the toll lines from Reno to all parts of the country and arrangements have been made to terminate transeontinental circuits east of Reno at this point tomorrow while these tests are in progress, it was stated. All improvements have been made with a view to taking care of the company's business in future years,

Colonel Moore explained. In Reno and Sparks cables have been replaced by larger ones and new ones have been strung where repairs were needed. In about a month or six weeks the company plans to open its Reno plant for public inspection, Colonel Moore asserted. 'The average person's knowledge of how the telephone works is limited,' he said. 'About all he knows of the telephone business is the instrument he talks into and it is our desire to show the people what the telephone business means. As soon as our plant is in shape to receive the public we are going to arrange for a series of visiting days when the people can inspect the plant.' "

A miscellaneous shower was given on March 12 by the employees at the Madera exchange for Mrs. Effie Klepper, née Moore, who recently resigned as an operator to be married. Slipping into the house unannounced with packages of various and sundry shapes, we deposited them on the library table and sat down to wait for the new bride to come out of the kitchen and discover her self-invited guests. Mrs. Klepper was so overwhelmed upon walking into a room full of former co-workers that words were impossible; she proceeded to bestow some half dozen kisses on each one present. Needless to say that a very enjoyable evening was spent. Those attending the shower were Phyllis Bybee, Grace Mitchell, Cathylene Remling, Lueile Taylor, Emma Brown, Cleone Warren, Victoria Gunderson, and also three former operators, Mesdames Buelah Luchiasi, Eva Scott, and Lillian Gordon.

Walter Miller, 13 years of age, won first prize in an essay contest recently sponsored by the Woodland Den of Lions, Woodland, Cal. Under the direction of J. H. Wraith, Y. M. C. A. leader, the Scouts started their "See Woodland First" expedition by visiting the local telephone office. The boys then were required to write a narrative of what they saw and heard. The winning essay follows: "The Pacific Telephone and Telegraph Company, of which A. R. Light is manager, is owned by a great body of people scattered all over the United States. The stock owned by the people amounts to the value of a billion dollars. The chief object sought for is efficiency, and to accomplish this the local exchange has on duty fourteen girls besides the chief operator. Each girl can handle eighteen conversations per minute, thereby caring for two thousand one hundred and sixty per hour. A multiple type switchboard is used, whereby any girl is able to handle and complete any individual call. Do you know what happens when a receiver is lifted from its hook? No? Well, I'll tell you. When the receiver is lifted off its hook that closes a circuit; the circuit closing causes a globe to light on the switchboard in front of a wire having to ends, with a plug on either end. The operator, seeing the light, takes one end of the wire or a plug and plugs into a hole or jack corresponding to your number and says 'Number, please,' and you give the desired number. The operator takes the opposite end of the wire plug and plugs into the jack corresponding to the number called for. When the called party answers, this automatically shuts off the light and pens the line so that you are able, if talking long distance, to talk to a person in New York or Chicago or any place, or if talking on the local lines you can talk to your neighbor or a man



in the suburbs of town. When the receiver is again put on its hook the lights reappear, telling the operator that the conversation is finished and she may clear the line. When a line is reported out of order, the call comes into the complaint department and is reported to the wire chief, who proceeds to test the line in the following manner: He sits down at what is termed the testboard and plugs into that certain line, then the 'voltmeter' begins to work. This 'voltmeter' determines the number of volts used in testing and the volts determine how many ohms, and from this he determines the trouble and the distance from the exchange. At night there is only one operator on duty. She sits at the middle position of the switchboard and from there can handle all calls that come in. Now, should she happen away from the board for a moment—we shall say, for instance to collect fees on long-distance calls made in the booths—and a call came in, under ordinary conditions or in the daytime she would miss it, but they have provided for this by installing an alarm bell which rings at every call and is only connected at night."

E. J. Phillips, secretary manager of the United Farmers Telephone and Telegraph Company of Gardnerville, Nev., is the author of the following letter sent to Division Superintendent of Plant Long: "During the recent storms you of course know how much damage we sustained to our outside plant and some high tension lines crossed up with us and damaged our cable and cable box. However with the kind assistance from your plant department and the efforts on the job of Mr. Gilbert, Mr. Mole, and Mr. Johnson we were materially assisted in getting our cable working on very short notice. You were also very kind in permitting us the temporary use of considerable material and there are many other courtesies which we are indebted to you for. I wish to take this opportunity of thanking you personally for taking such good care of us and want you to know that I personally appreciate and am very grateful to you for everything you have done. I only wish we were in a position to be able to reciprocate at some future time, and in any emergency should you need our limited crew you will find us willing and ready."

Washington Division



A Sky-Line View of Seattle, Division Headquarters

Division Superintendent of Traffic, E. L. BREENE.

Division Commercial Superintendent, W. J. PHILLIPS.

Division Superintendent of Plant, H. J. TINKHAM.

T. H. Thiemans, toll agent at Espanola, was married to Miss Anna L. Camp March 28.

Mrs. Frank Coyle, agent at Curlew, has resigned and is succeeded by Fred C. Anderson.

Howard H. Happe, formerly counterman at Seattle, has resigned to take up railroad work.

J. L. Twining, district plant chief of Seattle, was a recent visitor at the Bremerton exchange.

Main office, Spokane, is glad to welcome back Mrs. Rose Hungerford after an illness of three months.

Mrs. Sadie Dorman has been appointed manager at Colville, to succeed Mrs. Gertrude Stringham who resigned.

Mrs. Ruth Hornseth was a recent addition to the operating force at Maxwell office, Spokane. Mrs. Hornseth was transferred from the Riverside exchange.

T. H. Griffith, division commercial agent, was a Lewiston visitor the latter part of March in connection with company business.

George A. Walker, manager at Spokane, and Homer L. Schram, manager at Colfax, attended the recent conference held in Seattle.

After a long absence on account of illness, Mrs. Elizabeth Berney, operator at Walla Walla, is with us again. We all welcome her back.

Miss Mabel Schultz has recently been transferred from Portland, Ore., to Main office, Spokane, and Miss Cecile Nelson, from Oakland, Cal.

Charles A. McCarthy, counterman at Seattle, has been transferred to the office of the division commercial supervisor, Washington Division.

Charles Kalb, salesman at Spokane, has just returned from a pleasant motor trip to Portland. He reports the roads in excellent condition.



The Pacific Telephone Magazine



A new Western Electric switchboard has been received by the Maple Falls Telephone Company to replace the one destroyed by fire in February.

Bonar W. McLeod, counterman at Seattle, has resigned to accept a position in the advertising department of a motion picture company at Los Angeles, Cal.

Mrs. Martha Hammer, chief operator, St. Helens, Ore., and Mrs. Ethel Solling, Arlington, Ore., were visitors at the Vancouver exchange during the month of March.

Miss Margaret Roccia has forsaken her many friends at Beacon office, Seattle, for the purpose of making new friends in the capacity of supervisor at Garfield office.

Mrs. Emma Jeanne Jack, collection clerk at Seattle, has returned to her duties after a very serious illness. All of her fellow employees are glad to have her back again.

Mrs. Thelma Robbins was a welcome member to the Glenwood, Spokane, force recently. Mrs. Robbins was formerly of the supervisory staff in the Riverside office, Spokane.

M. B. O'Shea of the American Telephone and Telegraph Company visited Seattle, Spokane, and Tacoma during the month of March with reference to commercial survey work.

Mrs. May Russell, Mrs. Gertrude Robbins, and Mrs. George Cushman have recently been added to the operating force at Walla Walla. These young ladies were former employees there.

Miss Helen Saxauer has been chosen to conduct the "Voice Campaign" at Bellingham. The force has responded splendidly. It is needless to say the campaign is meeting with wonderful success.

Among recent visitors to Spokane were M. V. O'Shea of the American Telephone and Telegraph Company. J. E. Greer, division commercial supervisor, and T. H. Griffith, division commercial agent.

Acquaintances among employees at Seattle enjoyed a cordial visit from C. J. Hall, special agent for our company at San Francisco, who was in Washington on business in connection with his duties.

W. M. Anderson, president of the Farmers Telephone and Telegraph Company, Wenatchee, Wash., has been appointed manager of the fourth "Apple Blossom Festival," to be held at Wenatchee May 4 and 5.

The Western Electric Company have a crew of men at Lewiston installing one additional section of switchboard of forty lines. Three additional sections of switchboard are on the ground to be installed later.

Many smiles are emanating from the countenance of James A. Wheeler, engineer, division commercial department, Seattle, upon the arrival of a future Bell engineer. Congratulations from fellow associates.

During March, W. J. Phillips, division commercial superintendent, accompanied by W. C. Pickford, division commercial engineer, visited Kelso exchange. This exchange was recently acquired, and so presents many letters for consideration.

Miss Estell Callahan, evening toll chief operator in Portland, was a recent visitor at the Vancouver exchange. Miss Callahan was employed for a time as acting chief operator in Vancouver.

Mr. Pearson has a crew of about forty men at Lewiston rerouting and rebuilding the toll lead between Lewiston and Craigmont. When this job is finished the rebuilding of the Lewiston-Spokane lead will start.

Misses Lottie Lenfest, Geraldine R. Koebler, Else Anderson, and Mrs. Wm. P. Ridean, manager's office at Seattle, have been transferred to the office of the division supervisor of directories, Washington Division.

On March 22 the division commercial staff in Seattle enjoyed a pleasant visit from all supervisory managers in the State of Washington who were called to Seattle for a one day's conference. At this meeting, Jas. T. Shaw, vice president, elucidated certain problems which were then pending.

The many friends of Miss Margaret Fletcher, clerk, district traffic superintendent's office, Seattle Suburban, will be sorry to learn of her illness. She has been absent from duty for several weeks and last reports indicate slight improvement. Mrs. Ella Dodge is relieving Miss Fletcher during her absence.

Miss C. A. Ducich, chief operator at the Vancouver exchange, recently received a new service emblem on which were two stars denoting ten years of service with the Bell System. Miss Ducich was employed as chief operator by The Pacific Company at Astoria and The Dalles before being transferred to Vancouver.

In the past sixty days orders have been taken for four private branch exchanges in Bellingham—Hotel Henry, 3 trunks and 83 stations; E. K. Wood Lumber Company, 2 trunks and 5 stations; Yoghurt Hotel, 2 trunks and 45 stations; and changing the board of the Puget Sound Electric Company from a 30 to an 80 line board.

J. W. Newell, division toll traffic supervisor, and T. H. Griffith, division commercial agent of Seattle, N. G. Fitchpatrick, general superintendent of traffic of the British Columbia Telephone Company of Vancouver, B. C., and B. F. Reno of Bellingham met in conference with Mr. Reilly, president, and Mr. Jones, secretary of the Farmers Mutual Telephone Company, in Sumas on March 6.

On the evening of March 12 the operating employees of Paseo gave a farewell party in honor of Miss Viola Gregory, who recently moved to Lewiston, Idaho, to make her home. The evening was spent in playing games, and Mrs. Olga Wayde, chief operator, rendered several vocal selections which were enjoyed by all. A delightful luncheon was served and all reported a very enjoyable evening.

On the evening of March 22 the home of Mrs. Irene Kellogg, chief operator, Waitsburg, was the scene of a very pleasant surprise party, the occasion being the birthday of both Mrs. Kellogg and Mrs. Kellogg's mother, Mrs. Benson. The evening was spent with games, music, and dancing. At a late hour dainty refreshments were served. All present wished Mrs. Kellogg and her mother many more happy birthdays.



We are sorry to lose Mrs. Gladys McNair, evening chief operator, Yakima exchange, who has been transferred to Tacoma, where her husband has accepted a position. Mrs. McNair is succeeded by Miss Martha Fuerst, supervisor, Yakima.

In attendance at the district Rotary conference held in Tacoma in March were the following managers: G. A. Walker, Spokane; C. E. Jolly, Yakima; A. E. Boyles, Olympia; H. V. Collins, Hoquiam; F. R. Smelser, Centralia; F. W. Sinclair, Vancouver. Mr. and Mrs. H. V. Collins, from Hoquiam, were the house guests of Mr. and Mrs. John Schlarb during their visit in Tacoma while attending the district Rotary conference. Mr. Collins ably represented his club, of which he is president.

The following poetry was sent to us by one of our subscribers, Mrs. S. L. Hopkins, after the recent change to machine switching:

On Sunday morn, 'twas March the 4th
I went to use my phone,
And with receiver to my ear
Realized I was alone.
No sweet voice asked "What number, please?"
As in the days gone by;
A humming noise was all I heard—
To dial I must try.
The letters first, the numbers next,
Were quickly dialed fine;
A bell rang and in jig time
My friend was on the line.

The following clipping was taken from the Tacoma *Sunday Ledger* of April 1: "It's pretty cold here in Massachusetts. The sap in the maple trees isn't running yet. How is it in Tacoma?" queried the father of Sam Stocking, manager of the Terminal dock, over the long-distance telephone Friday afternoon. The occasion was the 80th birthday of Mr. Stocking, Sr., and his son had called him to the telephone to congratulate him. The conversation with Williamstown, Mass., was distinct and the old gentleman expressed delight with the experience, although somewhat concerned about the maple sap."

Mrs. Gertrude Rains was entertained with a delightful farewell party by the employees of the traffic department at the home of Miss Ethel Young on April 6. The evening's entertainment consisted of various games and dancing. The decorations of daffodils and roses were beautifully and artistically arranged throughout the house. At the close of the evening delicious refreshments were served. Every one pronounced the evening an exceptional success. Mrs. Rains has been in the employ of the company for some time and her leaving is viewed with regret by all in the traffic department who have been associated with her at Olympia.

The Walla Walla operating force for several weeks looked forward to "April Fool's Day" with much pleasure, particularly as concerns Miss Fay Garey, whose wedding day, according to all reports, was scheduled for Easter Sunday. Speaking of April Fool jokes, Miss Garey "slipped it over" on her friends at the telephone office, and on the first day of April announced her marriage to Max Fletcher, which took place in a neighboring city on January 16 and which had been kept a secret since that time. The many friends of Miss Garey extend to her and her husband hearty congratulations and all best wishes for the future. Mr. and Mrs. Fletcher will make their home on their farm near State Line.

An attractive wedding took place on March 25, when Mrs. Minerva K. Warner, employed as chief operator, Medina exchange, became the bride of Frank Stewart of Medina. Mrs. Stewart will be remembered as having received the Vail Memorial Medal last December. Mr. and Mrs. Stewart intend to make their home on a ranch six miles from Medina. Miss Emma Jensen has been appointed chief operator, Medina exchange succeeding Mrs. Warner.

Miss Elsie Kinder, local operator, Waitsburg, recently became the bride of William Ehmke, manager of the Pacific Power and Light Company of that city. The wedding took place at the Christian Church. The wedding march was played by Miss Gladys Bateman, operator at Waitsburg; Miss Loretta Loundagin acted as bridesmaid; and Mrs. Irene Kellogg, accompanied by Miss Gladys Bateman, sang "I Love You Truly." After a short honeymoon the couple returned to Waitsburg and Mrs. Ehmke has resumed her position as local operator.

On the evening of March 24 the employees of the Tacoma exchange held a dance at Sloan's Dancing Academy. The affair was in charge of Miss Blackard, welfare supervisor, assisted by Miss Nolas of the commercial department. Miss Gunell and Miss Johnson of the plant department, Miss Therkildsen, Miss Bjelland and Miss O'Rourke from the traffic department. Punch was served during the evening by Miss Nicholson, chief matron, who is always willing to help out. Every one there appeared to have an enjoyable time, and all are looking forward to the next affair of this kind.

Mrs. Bessie Stussi and Miss Anna Hendrickson, supervisors at the Maxwell office, Spokane, were on duty on February 22 at 7 o'clock in the evening when an accident to the heating plant caused the radiators to overflow. The water threatened to injure a great deal of multiple cable and jacks that the Western Electric Company had placed on the floor preparatory to installing in the switchboard. With commendable presence of mind, they moved the cable out of the way and saved the expensive material from injury. The foreman thanked them, in person, for their act, and they very much deserve the commendation that they gained by their cool-headedness.

The first telephone line in Vancouver, Wash., connected the office of the department of the Columbia, located where the Post Exchange Building now stands, and the Chief Quartermaster's office, on the government dock in the barracks. The line was constructed in the fall of 1878 by the United States Army and was used to transmit messages received from General O. O. Howard, who commanded the department, to Colonel Sladden, father of the present General Sladden, who was Chief Quartermaster. General Howard was absent from the barracks quelling an Indian outbreak and his instructions were sent to his office by courier, to be transmitted to the Quartermaster over the telephone in order that the supplies might be forwarded. W. C. Springer, a present resident of Vancouver, was mail clerk in the department of offices at the time, and was the first man to converse over the line. Mr. Springer relates how skeptical the officers were as to the accuracy of the messages transmitted and were wont to confirm them by a written message without delay.



Miss Ethel Boyce, division representative of the Employees' Plan of Representation, traffic department, has returned from the general conference of the Employees' Plan of Representation which was recently held in San Francisco. Miss Boyce is most enthusiastic about her visit and never tires relating the many interesting things that transpired at this conference. All of the employees are very much interested in the development of the Plan, and Miss Boyce succeeds wonderfully well in helping to encourage their interest.

L. K. Weber, who has been traffic chief in the Seattle exchange for the past two years, has transferred his activities to the toll office. There was a general storm of protest from Mr. Weber's associates when this announcement was made of his departure, but the regret at losing him has been somewhat tempered by the knowledge that his activities are being transferred to even broader fields. G. E. Kellogg will supervise the offices formerly assigned to Mr. Weber and L. E. Clyde will have supervision of the residence offices.

For twenty-seven years the Northwest Grocery Company had no facilities for handling telephone orders. They avoided this type of business because they assumed it would add to their overhead cost. About one year ago the Kohl Advertising Agency was called in to develop merchandising and advertising plans. Their first recommendation was the installation of a telephone order department. That their recommendation was sound is shown, after one year of successful operation, by the following: Volume—Telephone orders are 20 per cent of the store's business for the past year—practically all of which is new business. Size of orders—Orders received over the telephone average at least double the size of store orders. Instead of increasing the overhead, selling by telephone has lowered the cost of making sales. This wonderful development did not simply "happen." A definite plan of action was worked out, supported by a forceful advertising campaign.

Ray Denning March died April 2, at his home in Seattle, after an illness of three weeks' duration. Mr. March was a native of Auburn, Maine, where his parents reside. He was an engineer of the Washington Division traffic department. Just prior to his death, Mr. March made the line and subscribers' station assignments to the panel machine switching units, Melrose, West, and Rainier; and on the night of the cutover, March 3, 1923, handled the private branch exchange switchboard during the trunk conversion from manual to machine switching operation. In November, 1911, Mr. March entered the employ of the telephone company, in the commercial manager's office, Portland, Ore. He was transferred to the traffic department in 1913, and was assigned to work in both the district and division offices. In February, 1916, Commercial Superintendent C. E. Hickman, who then had charge of the territory in Washington, east of the mountains, known as the Inland Division, requested transfer of Mr. March as chief clerk, and he was at that time transferred to Spokane. From this point he left with the Marine Corps in the American Expeditionary Forces for overseas. After the war was over Mr. March returned to Portland and again entered the traffic department. In February, 1920, he was transferred to Seattle, with the opening of the Washington Division, and was one of the engineers given special training in

panel machine switching traffic engineering and operation. At the time of his death Mr. March had charge of all inter-office trunk and certain subscribers' line assignments in the State of Washington, under the division traffic engineer. He was married in June, 1919, to Miss Mary Heib of Portland, Ore. He is survived by his widow and a sixteen-month-old son, Ray, Jr.

On March 13 Main office, Spokane, celebrated Mothers' Day. Great preparation was made for this event. A week or so before, each mother was cordially invited and from time to time thereafter was reminded of what was to happen on the 13th. Some mothers were many miles away and could not come, but other mothers were borrowed to fill their places. On the day, at 2 o'clock, they began to arrive. Guides met them in the outer office and conducted them upstairs to the operating room, where the intricacies of the work were explained. The plant department extended the courtesy of one of their force, who took the mothers downstairs and showed them the inner workings of the office. Chocolate and wafers were served and a bright red carnation with a card attached, on which was printed "Our aim—To furnish prompt and reliable service and to deal courteously with every one," was given to each guest. The mothers expressed their desire to visit us again, and we shall be glad to have them.

John Schlarb, manager at Tacoma, received the following letter dated, March 15, from Elinda Olson, secretary of the Girls Junior Advertising Club of Tacoma: "Due to your courtesy, our club recently had the pleasure of being taken through The Pacific Telephone and Telegraph Company's office at Eleventh and E streets. On entering the main office we were particularly impressed by the business-like atmosphere of the office; also the harmony and ease with which each operator performed her duty. It was very interesting to listen to one of the operators explain the details and the process of a call from the time one takes down a telephone receiver until the call is complete. To one that is not familiar with a switchboard, the telephone system seems intricate and very complicated. The restroom, furnished in wicker, was cozy and attractive, and I know the girls enjoy having such a pleasant room in which to rest. The operation of a lunchroom in connection with the general office is certainly advantageous to the operators and other employees. It saves considerable time, the meals are as reasonable and more so than one could buy outside, and the surroundings pleasant. I want to assure you that we not only enjoyed the trip, but found it very instructive, and in behalf of the Girls Junior Advertising Club of Tacoma I wish to thank you kindly."

It is not so much what you say
As the manner in which you say it.
It is not so much the language you use
As the tone in which you convey it.
The word may be mild and fair
And the tone may pierce like a dart;
The word may be soft as the summer air
And the tone may break the heart.—*Ex.*

She frowned on him and called him Mr.
Because in fun he'd merely Kr.

And then for spite
The foll'wing nite
This naughty Mr. Kr. Sr.

—*Exchange.*



Southern Division



A Sky-Line View of Los Angeles, Division Headquarters

Division Superintendent of Plant, I. F. DIX.

Division Commercial Superintendent, N. R. POWLEY.

Division Superintendent of Traffic, F. N. RUSH.

Mrs. Ruby E. Perry, of Portland, Ore., has been added as operator in the Burbank office.

Miss Cecil Castle is again with our Riverside force.

Marcella Meckes has recently accepted a position as clerk at Anaheim.

Mrs. Carrie Gooding, operator at Tustin, is back at work after an attack of influenza.

Miss Clarice Martin, Burbank operator, has recently been transferred to Los Angeles.

Miss Verna G. Conley has recently been transferred from Rogers, Ark., to Riverside.

E. S. Morrow, manager, Santa Ana, was recently elected president of the famous Santa Ana Rotary club.

Four new sections of switchboard have been installed in Long Beach office to be used as line positions.

Miss Wilma R. Henry, junior evening operator, Glendale, has been transferred recently to the Broadway exchange.

We are all glad that Mrs. Nelle K. Hunter came back to Broadway office, Los Angeles, after being away for two years.

Ethel P. Fromme, operator of Broadway office, Los Angeles, joined a jolly crowd at Sulphur Mountain Springs on March 11.

Mrs. Maud Brogan, night operator of the Upland exchange, has been confined to her home with mumps—both sides, if you please.

Miss Ruby T. Tipping and Miss Sarah E. Mayes of Broadway office, Los Angeles, attended the early Easter services at Mount Rubideaux.

C. E. Howar, Hollywood sales supervisor, has been all smiles lately, and we find that the reason is that he is the proud father of a seven-pound girl.

Miss Thyro V. Stalker formerly junior part-time operator in the Fullerton office, has been transferred to the plant department as wire chief's clerk.

Manager E. A. Beard of Anaheim recently received a splendid letter from the Fullerton Chamber of Commerce commending the excellent service.

Miss Melba A. Shields was suddenly called to Salt Lake City, where she will make her home with her parents. She has pending a transfer to that city.

Mrs. Anna M. Barton has recently been added to the operating force at Placentia. She was formerly employed by the telephone company at Clovis, N. M.

Mrs. Ivy Mosley has resigned from the Upland operating force and gone to Oroville, Cal., to live. Mrs. Mosley is succeeded by Miss Mary E. Sleeper of Omaha, Neb.

Mrs. Ruth M. Thompson has been called to her old home in Lynchburg, Ohio, on account of the illness of her father. She expects to be with us again in the near future.

Recently an application for a hotel private branch exchange, 41 stations, was received from the lessee of the La Plaza Hotel, Riverside, which is being erected at the present time.

Cupid has been invading the Riverside office, claiming as victims Miss Mabel R. Sporer, who is now Mrs. Martin, and Miss Agnes S. Herrick, who answers to the name of Mrs. Carson.

Additional honors were bestowed on our San Diego manager, A. E. Scott, when he was elected first vice president of the San Diego Rotary Club at their annual meeting held April 12.

B. G. Wright, manager of the Los Angeles exchange, was elected a member of the Telephone Pioneers of America at a recent meeting of the executive committee of that organization.

With the completion of a new local and a new toll section, the following girls have been added to the Bakersfield operating force: The Misses Eugenia M. Callagy, Martha Bertrand, Florence I. Johnson, Quilla B. McKelvy, Evelyn Chorenge, Sylvia West, Esther L. Underwood, and Miss Rose B. Deegan, who was transferred from Oil City, Pa.



The Pacific Telephone Magazine



Cesar Pastore, salesman, in our San Diego office, was victorious in the recent handball tournament held at the San Diego Rowing Club and was duly acclaimed champion for the year 1923.

Mrs. Jessie M. Snee, all-night operator at Riverside, recently resigned and will make her home in Santa Ana. Miss Louise C. Schubert will fill the vacancy caused by Mrs. Snee's resignation.

Manager E. A. Beard of Anaheim has been sending far and wide his customary broad invitation to the world to attend the California Valencia Orange Show at Anaheim May 22 to May 30.

Four new names added to the payroll at Long Beach are Miss Florence M. Tessier, Mrs. Odella Brock (both transferred from Los Angeles), Miss Flora H. Schweitzer, and Miss Carrie E. McNary.

Anna Zanders, evening operator, Bakersfield, has been transferred to Fresno; also, Mildred E. Fottler has been transferred to San Francisco. We miss you both and wish you success in your new homes.

Miss Edna J. Stevenson, formerly employed as stenographer at Riverside exchange, recently resigned to become the bride of J. L. Kellam. Miss Stevenson leaves with the best wishes of her co-workers.

W. H. Schultz, formerly chief clerk in the commercial department, has been transferred to the Los Angeles business office. L. W. Brooks has been appointed division chief clerk, succeeding Mr. Schultz.

Miss Mary Connelly, operator Pico No. 1, Los Angeles, has been furloughed pending a transfer to Baltimore, Md., and is motoring back to her former home, stopping at certain points of interest on the way.

A short time ago we were glad to welcome back Mary D. Buchanan, evening chief operator, Bakersfield, after three months' furlough spent in the New England states. Miss Buchanan says it's great to be back in sunny California.

Among the recent additions to the Glendale operating force are Miss L. Ethyll Weems, transferred from Broadway office; Miss Helen L. Kent, formerly of West office, and Miss Gertrude I. Sharatt, formerly of South office, Los Angeles.

The office building which was completed a few months ago is one of which the operators and people of Newport are justly proud, and well they may be, for it is a nice stucco building and is furnished with all the conveniences necessary to make it pleasant for the employees.

Cupid's arrows darted into Pico No. 1, Los Angeles, twice during the month of March, first sending Miss Marion E. MacKinnon to the altar with Roscoe Brown and the second time Miss Ella Endicott with William Herndon. Congratulations are extended to both couples for a long life of wedded bliss.

Long Beach is not behind other offices in number of brides. Miss Florence C. Hayes, supervisor, has changed her name to Mrs. Frederick Elsabesser, and Miss Agnes C. Moon to Mrs. William Grabham. And, as the saying goes, where there is one there are three; so on March 12 Miss Pauline C. Warner skipped off to Los Angeles and became Mrs. M. J. Rochowicz.

On March 14 Frank Ogan, Telephone Pioneer and salesman in the Los Angeles business office, was quietly married to Miss Lyda Wooster. All of Mr. Ogan's office associates unite in extending their best wishes for a happy married life.

H. L. Mynatt, Main collection supervisor of the Los Angeles business office, has been busy the last few days receiving congratulations from his fellow employees, the occasion being the arrival of an eight-pound boy in the Mynatt household.

On March 23, Mrs. Jessie Luzier, night operator at Placentia, completed nine years' continuous service with the company. With the exception of a five months' furlough taken the latter part of 1921, Mrs. Luzier has never been absent nor tardy.

On March 23 several members of the Rotary Club, Los Angeles, were Broadway's guests. As they left the office one of the members was heard to say "I will never complain of my telephone service again." Here's hoping more will come soon.

Miss Bonnie M. Studebaker, evening operator, and Miss Fredonia W. Van Buskirk, central office clerk, Riverside, are back on duty after having the "flu" and tonsillitis. Mrs. Mabel R. Martin and Mrs. Montez L. Greene are still unable to return.

A request was received from one of our applicants in San Diego recently not to install her telephone on Friday, April 13. As she is very superstitious, she was afraid that she would be annoyed by poor telephone service if installed on that date.

Some familiar faces have been welcomed back to the Los Angeles Pico No. 2 fold during the past month. They are as follows: Misses Edna M. Porter, Madeline G. Briles, Lena C. Atha, Daisy V. Brownell, Lillian M. Pyles, and Crystal M. Gast, née Golsch.

Broadway office, Los Angeles, wishes to thank Mrs. Lawrence T. Earl, P. B. X. supervisor, formerly from Broadway office, for clearing up a complaint of long standing by bringing the subscriber to the office. Broadway's motto is "A Friend a Day."

By the number of name changes on the Lincoln office, Los Angeles, time sheets, it is quite evident that Dan Cupid is very much on the job. The latest brides were Miss Beulah I. Styer, now Mrs. P. Millan, and Miss Mildred E. Summerfruit, now Mrs. B. Eberly.

For days the question flew around Fair Oaks office, Pasadena: Did she or did she not? It referred to Miss Caroline A. Haynes, who, rumor said, was a bride, but who maintained a neutral silence. When feminine curiosity reached the boiling point Miss Haynes admitted that she was now Mrs. Haines. The only change in her name being the "y" exchanged for an "i."

With the last two months Colorado office, Pasadena, has added to her force of operators the following: Jean I. McCarthy, Jennie H. Marker, Willie T. Boyer, Gladys E. Heath, Alberta Hollis, Susan E. Wells, Camilla Gray, Katherine George, Lena M. Boswell, La Verne Robinson, Sarah J. Stone, Alice L. Breuillot, Frances T. Cabot, Marie A. Gillingham, Irene M. Moriarity, and Esther N. Evans.



Miss Bethel M. Burdick of the Broadway office, Los Angeles, has been transferred to Santa Monica. A hearty welcome is extended to the stranger within our gates. The friendly atmosphere of the Santa Monica office will make her feel she is one of us before long.

Miss Evelyn A. Overton, operator of Pico No. 1, Los Angeles, was awarded second prize for making the most artistic poster for the Employees' Plan of Representation dance. She is to be congratulated, for there were thirty-eight posters to be chosen from. The prize was a pair of beautifully decorated candles.

Dan Cupid seems to have made a raid in our Bakersfield exchange. Pearl Brown became the bride of Jasper Smith, Ruth Bohanna became the bride of H. F. Mudserbach, Betty Merritt became Mrs. Boscha, and, with several sparkling gems flashing around, we are still on the watch for "Dan" to take wings again.

Twenty or twenty-five years from now, in some big busy office, the chief operator will be Maxine Florence Lathrop, who is now peacefully reposing in her bassinet, having by this time reached the age of several weeks. Her mother will be remembered as Mrs. Alice A. Lathrop, "B" operator in Fair Oaks office, Pasadena.

Gone is every trace of gloom from Fair Oaks office, Pasadena. A cheery atmosphere usually pervaded the place in the past, but never again will there be any exception to that rule, for joy has come to stay in the person of Mrs. Vanda V. Joy, formerly of Chicago, who has been added to the Fair Oaks operating force.

A meeting was held under date of April 9 between officials of the traffic, plant, and commercial departments, San Diego, to exchange ideas regarding the work order routine. Some very good points were brought out and a working plan arrived at that when carried out will be very helpful in furnishing prompt and accurate information on delayed orders.

Southern California subscriber wants to know why toll charge is so high. Toll ticket shows thirteen minutes conversation. Subscriber says: "What you think I got nothing to do but talk. Thirteen minutes, I should say not. Me, I'm a buznis womans. I just say 'hello, is dat you—howre ya—good-bye.' Dats all. Honest Mister, I'm a buznis womans."

The lovely thoughtfulness of the Fair Oaks, Pasadena, subscribers was again shown at Easter when a wonderful Easter lily, in full bloom, and several beautiful bouquets of cut flowers were sent in with Easter greetings and appreciation of good service, courtesy, and consideration shown by the employees. It is this sort of thing that keeps the relations between the subscriber and operator so pleasant for both of them.

The Riverside commercial office has had on display for the past six weeks the standard toll exhibit. The various posters were so arranged as to attract the attention of the passersby, and the great number who stopped to look and read was evidence of the fact that the public approves of such exhibits. We believe that this particular display has had its share in the material increase in the number of outgoing toll calls from this exchange.

The girls of the Corona office gave a delightful shower for Miss Odessa Ferrer on April 9 at the home of Miss Lola Barnes. Miss Ferrer surprised her many friends by announcing her marriage to Edward Weiss on April 7. The evening was enjoyed by games and music, followed by refreshments. We all join in extending congratulations and wish much happiness for Mr. and Mrs. Edward Weiss.

All the world is a stage and as the play of Life goes on each of us is given new and various rôles to play, so in the future Miss Mabel G. Deventer, the night chief operator of the Sunset office, Los Angeles, will play a double rôle, that of "Mrs. Rankin" in the play called "Marriage" and as night chief operator in the play called "Service." Both are wonderful plays and we wish the star and her leading man great success.

Two of our popular operators in Los Angeles Pico No. 2 who resigned recently are: Miss Georgiana E. Scheik, who left to join her sister in Portland, and Mrs. Theodessa Letts, who left on account of sickness in her family. Before leaving, Mrs. Letts expressed her appreciation of the kind and courteous manners of the supervisors in Pico No. 2, and how they had helped make her work both interesting and pleasant.

Fair Oaks office, Pasadena, is all dressed up these days. It has just been redecorated and the building has a new coat of paint over its picturesque stucco walls. Everything is so fresh and new looking that it is a pleasure to work among such surroundings. Among the recent additions to the operating force of Fair Oaks office are the Misses Rachel E. Howard, Stella M. Vaughan, Ethel L. Johnson, Esther M. Penn, and Mrs. Hazel L. Snider.

Not to be outdone by the Fair Oaks office in matters of art, Santa Monica celebrated St. Patrick's Day in a most unique manner, owing to the culinary genius of Miss Rosalie R. Curtis, who presented a box of confections representing potatoes. These cinnamon-covered spuds were so like the real thing that the mouth of a Son of Erin would have watered had he been present. A merry jingle accompanied the gift. To your laurels, O Pasadena!

You've all heard that "All work and no play makes Jack a dull boy." Fearing that a similar fate might be the lot of some of those who work in Main office, Los Angeles, a little picnic which had been postponed several times during the early spring was held in Pacoima Canyon. Even though the wind did try to blow them all away, every one enjoyed the day very much. The members of the party were: Mrs. Mary Gruber, Miss Ruth E. Schneider, Miss Beatrice Moore, Miss Mary McCarthy of Boyle office, and Miss Ethel Frost.

The following letter was recently received from a subscriber at our Ontario exchange: "I desire to express to you my appreciation of the service Miss Norma Bristol has just given with reference to a Long Beach call. I was unable to forward a telegram and in lieu thereof used long distance. Miss Bristol gave excellent service locating a party unknown to her, and at Long Beach, after I had given a wrong address and was unable to give her a telephone number. I do not know the young lady, but I congratulate you in having her in your employ. Yours truly, RAY A. HALL."



Every day in every way Fullerton is growing more and more, new circuits, new positions and new people. The following new people have recently been added to our Fullerton force: Miss Margaret V. Simpson, Mrs. Vera L. Merry, Miss Lilla Epley, Mrs. Nancy A. Lewis, Mrs. Myrtle M. Goodman (formerly of the Hillcrest office, San Diego), Mrs. Minnie E. Dieterich (from the Bishop office), and Miss Audrey E. Orahod (transferred from Sunset office, Los Angeles).

Friends and associates of Miss Margaret M. Hartman of San Bernardino were shocked to learn of an accident which resulted in her death. Miss Hartman and her friend J. Kane of Pasadena, were on their way to the sunrise Easter service at Riverside when the machine in which she was driving overturned. Miss Hartman was killed instantly, although Mr. Kane escaped serious injuries. We extend our heartfelt sympathy to the bereaved relatives of Miss Hartman.

The creating of a new field unit, designated as Sales Unit No. 8, occasioned the following changes in the personnel of the Los Angeles business office, effective March 5: D. W. Gibbs, salesman, was appointed supervisor of Sales Unit No. 8; C. H. Viggars, senior salesman, Unit No. 4, was transferred to Senior Salesman of Sales Unit No. 8; W. M. Wells, office salesman, Sales Unit No. 1, was appointed senior salesman of Sales Unit No. 4, succeeding C. H. Viggars.

Miss Vivian M. Jones, former employee of the telephone company, recently passed away at El Centro, Cal. Miss Jones was one of the most popular girls in the office, as well as in the town of El Centro, and she leaves a host of friends behind her. The telephone company employees sent a beautiful wreath of white roses constructed in the form of a bell. This floral piece was one of the most effective received and showed the esteem and affection that the employees felt for Miss Jones.

Fair Oaks office, Pasadena, modestly called attention, recently, to the aggregation of ability in various fields that was contained in the Fair Oaks office building. Since that time Mrs. Ruth B. Claus has been transferred to the operators' school as an instructor and must therefore take her place in the constellation of stars. Cookery is her specialty, of both the substantial and dainty kind. Those who have been honored by invitations to dinner hint disgracefully for those invitations to be repeated, while those who have not as yet been asked but have heard of the delightful dishes she prepares are turning various shades of green. Even the correspondent is getting green, and it is not a becoming shade.

It is with pleasure that we acknowledge receipt of the following letter from the American Chamber of Commerce in London: "B. G. Wright, Esq., Manager Southern California Telephone Company, Los Angeles, Cal., U. S. A.: DEAR SIR—Please accept our thanks for your letter of January 25. We have received the directory, which has been placed in our file, and which we feel sure will be of great service. We are pleased to note that our name has been included on your permanent mailing list, and need hardly say how glad we shall be to reciprocate in any way possible. Yours very truly, AMERICAN CHAMBER OF COMMERCE IN LONDON, INC., E. BALLIE PODGER, Secretary, Trade Information Committee."

Miss Pearl M. Sherman, née Butler, evening central office instructor, Main office, San Diego, a recent bride, was the very much surprised guest of honor at a surprise shower given by the girls of Main office, San Diego, at the home of Mrs. Mildred D. Granger, evening chief operator, on March 29. Every one enjoyed the evening playing bunto, especially Mr. Hadden who could bunto ahead of time. Miss Esther C. Nelson received first prize and Miss Murray Brodie the consolation prize.

The Newport Beach exchange has recently installed a No. 9 switchboard, doing away with the old minor common battery "C" frame, which has been in use for a number of years. On April 6 the cutover was made. The change was entirely successful and the subscribers are delighted. The operators are well pleased, as it will be of much advantage to them in the performance of their duties. All parties concerned appreciate the efforts of the company to give the people the best service possible.

Miss Irene E. Cocke and Miss Helen H. Dexter of the Los Angeles business office are the proud possessors of five-year service emblems recently delivered to them by B. G. Wright, manager of the Los Angeles business office. Miss Cocke and Miss Dexter are to be congratulated on their term of service and the splendid spirit of loyalty displayed during all of the trying periods which they have passed through, and it is hoped that their terms of service will remain unbroken for some time to come.

Miss Anita L. Figueras, operator of Main office, Los Angeles, became the bride of Mr. Badastein on the morning of Easter Sunday. The wedding was performed in the Plaza Church. Miss Eileen Irwin, evening operator, also of Main office, was maid of honor and the bridegroom's brother was best man. The other members of the wedding party were two small flower girls and a ring bearer. Many of the bride's friends from the office attended the wedding and the reception given at the home of the bride's mother.

Several girls in Fair Oaks office, Pasadena, have noticed recently that Miss Julia P. Smith would sit at their new piano and let her fingers wander aimlessly over the keys. They disapproved of her sitting there without giving them some of the lovely music she plays so splendidly, but they noticed that she was wearing a suggestive diamond ring on a significant finger. So they said nothing, but looked wise when she obtained permission to be absent for a short time. During her absence she added a carved platinum band to the diamond and the girls are now offering best wishes to Mrs. H. Van Dyk.

New York has its Easter parade on Fifth Avenue, Los Angeles has Broadway, but it is very doubtful if either of those Easter parades surpassed the one in Fair Oaks office, Pasadena. It was not intended as an Easter parade, it was simply the girls scheduled to work on that Sunday coming to work in their new dresses. Dainty, doll-like blondes came in crisp taffetas and sheer organdies that seem to float about them in billowy clouds. Tall, statuesque brunettes wore the latest conceits of "King Tut." The restroom resembled the showroom of a great modiste, with the operators for the mannequins.



The blackbirds that have their nests in the park, half a block from Fair Oaks office, Pasadena, say nothing, but cock their glossy heads in a knowing fashion as they listen to the Fair Oaks girls planning their vacations. Nothing definite is known as yet, but a subtle atmosphere suggests that many of our most efficient operators intend to become homemakers during their vacations and pile up a lot of work for those who keep the records of name changes. It happens every Spring, and every one always wishes them joy and happiness.

Colorado office, Pasadena, promises service, and in order to obtain the best possible results along this line, as well as every other line connected with the office, an athletic club for the girls has been started. Those girls who have the afternoon off have their hours from 1 to 3:30 and those in the evening from 5:00 to 6:30. The girls are now playing indoor baseball and plan to take up swimming for the summer months. Gradually other lines of athletics will be taken up which will give recreation and physical training alike to the girls. On March 31, the girls met for a party and to organize the club on a more substantial basis. In a few months more, perhaps the telephone world will hear more of us.

On April 24 the winning teams in the Pacific Telephone Company bowling leagues will participate in a three-game match series to decide the championship of the Pacific Coast. This will include all winning teams in all coast states. At the present time the Installers are leading the Los Angeles Telephone Company league with a percentage of 896. The Commercial team is in second place with 822, and the Maintenance team third with 792. Individual high game honors to date are held by Kirkwood of the Commercial team with a score of 259. Individual high score for three games is held by Groschong of the Commercial team with a score of 640. Individual high average honors are held by Buck of the Engineers with a score of 197.

Miss Dorothy McDonald, well known in the Southern Division metropolis for her efficient demonstrating during the "Big Idea" program, was hostess to her coworkers on the "Big Idea" cast at her home on April 12. Miss McDonald proved a very charming hostess and had arranged everything so that after very few formalities every one seemed to drift back a few years to the real party spirit they enjoyed while in school, except perhaps one or two younger members who did not have to go back far. Games were played, one very interesting one—"Cuckoo"; and after following the rules very closely one would be cuckoo anyway. Miss Chancer can neigh like a horse, Miss Son handles Chinese like it was slang, Park just did whistle, and Steinmehl sings very well holding his nose—rather excruciating. Luncheon was served and the favors and balloons caused much merriment, every member of the party receiving a very appropriate favor. After luncheon music and dancing followed. Every one was reluctant to leave, so it was a late hour when the party broke up, loud in their praise for Miss McDonald and her parents, who were very anxious that every one have a good time. The guests were Mr. and Mrs. I. B. Nelson, Misses Mildred Son, Lola McCaughlin, Lillian Chancer, Marie Kloss, Princess Richards and Count Fisher, and Messrs. Harry Steinmehl, Lloyd Park, and Roy Sawyers.

The deep, dark secret is out! Hereafter we shall know who is aiding and abetting Dan Cupid in his mischievous work—that breaks old ties, throws chums of long standing suddenly alone, and adds to the general flatness of pocketbooks, for Cupid seems to be the busiest when there is a new dress to buy or when it is nearly time for Santa Claus to come. But Cupid is so elusive it is hard to locate him and tell him what we think, so it is consoling to know that one of his able assistants is none other than C. W. Norris, manager of the Pasadena exchange. The deep secret was disclosed recently when Mr. Norris entertained the traffic and commercial departments at one of his charming theater parties and the play was "Wedding Bells." It seems to us that that is enough circumstantial evidence to convince any jury of Mr. Norris's guilt.

"There is music in the air"—the old song goes on to say—"when infant morn is nigh," but in Fair Oaks office, Pasadena, the music starts about 7:45 in the morning, as the 8 o'clock girls begin to gather, and lasts until every one has gone home in the evening. It centers around the new piano in the Fair Oaks restroom and the climax is during the noon hour. It is then that the star talent gathers and there is everything from esthetic dancing to grand opera. Some of our girls are wonderful interpretative pianists and there are many splendid accompanists for the lovely singers. In a recent issue the artistic work of Miss Carmen S. Denton, principal of the operators' school in Pasadena, was mentioned. At that time the reference was to her work in oils, water-colors, and architecture, but those who heard her sing a delightful selection from "Faust" recently were surprised at the wide range of her accomplishments. There is no doubt but we shall hear more from Miss Denton. [SPECIAL NOTE: If Miss Denton gets her name in this MAGAZINE any more in the near future, she is to be presented with a bill for press service.]

The Division-wide movement in "First Aid" training is under way in the South. The first class, comprising fourteen men especially chosen from various districts, assembled in Los Angeles from March 14 to 24. These men were given thorough instruction in "First Aid" work under the direction of J. R. Jackson, safety supervisor of the Southern Division. The men were instructed in accordance with the course prescribed for the Bell Telephone systems, which covers thoroughly every phase of "First Aid" treatment of the injured. At the completion of the course each pupil underwent oral and written examinations given by Doctor Stephens, the company physician. In addition, each one was required to demonstrate practically their skill in bandaging, placing splints, resuscitation, and the general method of procedure during an emergency. All the pupils passed the examination creditably. A special demonstration was staged for the benefit of I. F. Dix, division superintendent of plant, and a few of the supervisors. All expressed their satisfaction with the progress of the "First Aid" movement and enthusiastically offered their support and cooperation to further the success of the good work. These men all have classes under them at the present time. The second class of instructors was assembled on April 7, the majority of whom were chosen from various departments of Los Angeles district. The program as outlined provides that



classes ranging from ten to twenty men will be given the full course in "First Aid" training, which requires approximately ten full days to complete. These classes will continue until a sufficient number of men have been trained to the degree where they are proficient to organize and train classes in their respective departments and districts. The ultimate objective will have been attained when every employee in the Southern Division is trained to competently render first aid to the injured. Every one, from the division superintendent to the last man in the Southern Division, is interested in the "First Aid" movement and all signify their willingness to carry out the program to a successful finish.

Division Commercial Superintendent Powley in April received the following letter, which is of interest to us all: "Fully realizing you are naturally interested in the progress of the exchanges under your jurisdiction, you will probably be pleased to learn that the El Segundo office is giving perfect satisfaction. The operators are accommodating, courteous, alert, and seem to be trying to assist and serve the public. It is a source of considerable satisfaction to have such service, and we think you are entitled to know the condition. I feel that Fred Smith—whom I have known for the past seventeen years—is entitled to some of the credit, as he has graciously helped us to secure any request we have made. Your employees in this town are making friends for your company. Yours truly, DON C. FUGITT. Mr. Fugitt just showed me the above. I was one of the original disgusted subscribers, but now I can heartily and conscientiously agree with what Mr. Fugitt has written. Count me in as one of your boosters. CARL E. RUEGER, Member Board of Trustees."

You've heard of Little Bo-Peep and Babes in Toy-land, too,

The story of Jack and the Bean Stalk, and of Little Boy Blue.

This is the story of Little Girl Blue, in poke bonnet cute and tailor made suit.

Who traveled away for a week and a day. She stood at the altar one bright day, you see.

And took the vow on February twenty-sixth, 1923. We thought and thought and thought in vain;

At last we thought we'd sign our names To cards of love with time and date

And shower with packages at half past eight. This will introduce Mrs. John Haslam, long-distance operator of San Diego, Cal., tailor made suit, bobbed hair and all, formerly Miss Celeste R. Bezdecke. The wear and tear on the "Welcome" mat is proving all that we expected. Standing the strain of treading feet, scuffling along in hurried eagerness to reach the warmth that awaits within the walls. At a nicely arranged luncheon given at the home of Mrs. Ella C. Nelson, long-distance chief operator, in honor of Mrs. Haslam, on March 12, the girls on the long-distance force decided that it should shower regardless of the starlit sky. The result was an open umbrella arranged to hold the mysterious rain drops. Each rain drop, large or small, found a convenient resting place while tinkling streams of ribbon flowed gently over the edge, ending in a splash of brightly colored cards. Seated under the "dripping drops," Mrs. Haslam didn't mind one bit, and with a smile for each the drops began to lessen and banks of tissue-paper snow piled high. Many pretty and useful articles resulted from the downpour. Among these were a star-cut water set, sherbet glasses, silver salt and pepper shakers, towels,

tea and luncheon sets, a wonderful parchment lamp shade, talent of our force. Pillow slips, cunning little aprons—well, just everything that a little bride expects to have and needs. The interesting game of the evening was "How to Manage a Husband." Each one present was given a specially typed slip with his or her name in full arranged in such a manner as to allow a sentence to follow each letter of the name. Each must tell in a few words how to manage a husband or wife. This completed, composed a well arranged book to be read by the bride. The "reports," "results," "insults," mixture of love, pleasant ideas, blues, sarcasm, affection, timid and encouraging expressions, discouraging and flattering, flowed from the lines written there. The district traffic superintendent accepted the ever-welcome invitation and was awarded judgment on "How to Manage a Husband," which gave him entrance to our happy circle and get-together parties hereafter. The keeper of time ticked merrily on and on toward the dawn and a new day, which meant sleep for clear heads for the morrow's duty. Happiness to the new Mrs. John Haslam!

The Plant Employees Club rooms, Los Angeles from April 2 to April 6, were decorated in their best to harmonize with the crowds of telephone folks that gathered there to eat, smoke, drink, and be merry. There was plenty of the real old-time get-together, whoop-er-up-and-have-a-good-time spirit. The club was an open house for telephone men, their wives, sweethearts, and friends. The week of festivity started with a flourish. The central office and outside maintenance associations entertained jointly on Monday evening. Every one was there and every one there had a good time. The testboardmen met the troublemen's wives and daughters and the rackmen met the other fellows' girls. There was plenty of talk about the "used-to-be" old-fashioned barn dance, the old Paul Jones, and the quadrille, as the orchestra hypnotized the merry-makers with the strains of the latest foxtrot. It did every one's hearts good to forget troubles for a while and reestablish the already cordial relations existing between the two organizations. On Tuesday evening the line and station installers assembled the members of their clan and whooped 'er up till the last car was due to carry a sleepy and tired but happy bunch of people back to their bag of straw. "Good music," "good eats," and "good time" were some of the remarks overheard before the "good-nights" were in order. On Wednesday evening the cable splicers blossomed out in their Sunday best and started the ball rolling with a snappy foxtrot and kept the orchestra tooting the rest of the evening, the only let-up in the lively program of dancing being a busy half-hour spent with a plate lunch consisting of cake and ice cream. A few gallons of good coffee disappeared during this interval, then a few more dances and the owl elevator clicked its gate after the last of the departing guests. On Thursday evening the linemen's association displayed their hospitality. Nuff sed. Every one was welcomed to have a good time and a pleasant evening of dancing and a-plenty of tempting good eats. A white streak in the sky hinted that another day was born before the bunch decided to adjourn till the next. On Friday evening the P. B. X. and C. O. equipment installers' association broadcasted a cordial invitation to their closest to congregate for a feast of entertainment.



Evidently they all responded to the call, for the place was jammed. Good old California gave up her choicest floral offerings as favors for the guests. Charlie Chaplin shook his mammoth shoes and twisted his clerical hat through four reels of "The Pilgrim," his latest fun-maker. The "Big Idea" show initiated the other seven-eighths of the telephone family into the intricacies of the "Hello" system. Dancing followed—every one threw in their hat for a round or two. Then the eats—real eats. Oh, it was a swell party. Not a word about the "good-nights," but there were plenty of young folks there.

To create new interest and arouse enthusiasm of the girls in her division, Miss Fern A. Starkenburg, an evening operator in Pico No. 2, Los Angeles, wrote the following article: "Accuracy is the fundamental principle of all worth-while achievement. Any one can do work in a haphazard manner, but every operator should remember that a careless method of operating or a slipshod performance of any duty is a sure index to a faulty character. But how to achieve accuracy? Concentration is the key. Pin your mind on what you want to do, not what you do not want to do. For example, let us say that an operator's chief fault is the repetition of wrong numbers. If she grits her teeth and says firmly "I will not repeat wrong numbers," she has unwittingly taken the very way of causing her to do so. She should use the positive method of thinking and say "I will repeat right numbers." In this way she will banish her doubts and fears, and succeed. An operator should be taught to think positively in-

stead of negatively, otherwise it is small use for her to concentrate, if she fixes her mind on the wrong thing."

Coast Division E. M. B. O.

From information forwarded by a representative of the Coast Division Employees Mutual Benefit Organization, it is evident that interest continues to increase the membership of this organization, judging by the number of new applications which are being received by the committee.

During the past thirty days the number of members has increased from 805 to 910, and it is confidently expected that within a very short time the membership will have passed the 1000 mark.

The very favorable advantages offered by this organization, and by the similar organizations of the other divisions, deserve the support and, where possible, the membership of every eligible employee; and it is thought that these organizations will succeed in enrolling about 80 per cent of the total of their respective eligibles as members, if those who have not as yet joined are impressed with the advantages of this protection.



SURPRISE PARTY GIVEN IN HONOR OF MISS WINIFRED SUFFERN, OPERATOR AT SANTA ANA, APRIL 17 OF THIS YEAR. MISS SUFFERN IS IN THE CENTER OF THE GROUP AND HOLDS A LARGE BOUQUET.

STATEMENT OF DEVELOPMENT APRIL 1, 1923

Showing the Increase and Per Cent of Increase in Owned Stations in Exchanges of 300 or More Stations Since January 1, 1923

| EXCHANGE— | Subscribers' Stations Jan. 1, 1923 | Subscribers' Stations Apr. 1, 1923 | Actual gain in Stations since Jan. 1, 1923 | Per cent gain since Jan. 1, 1923 |
|--|------------------------------------|------------------------------------|--|----------------------------------|
| GROUP No. 1— (20,000 stations and over) | | | | |
| Los Angeles..... | 189,463 | 194,516 | 5,053 | 2.67 |
| Oakland..... | 50,520 | 52,159 | 1,639 | 3.24 |
| Portland..... | 69,191 | 70,469 | 1,278 | 1.85 |
| San Diego..... | 21,316 | 21,926 | 610 | 2.86 |
| San Francisco..... | 172,744 | 176,709 | 3,965 | 2.30 |
| Seattle..... | 80,917 | 82,008 | 1,091 | 1.35 |
| Spokane..... | 31,788 | 31,960 | 172 | .54 |
| Tacoma..... | 20,968 | 21,242 | 274 | 1.31 |
| Total..... | 636,907 | 650,989 | 14,082 | 2.21 |
| GROUP No. 2— (10,000 stations up to 20,000) | | | | |
| Berkeley..... | 16,085 | 16,897 | 812 | 5.05 |
| Fresno..... | 15,357 | 15,839 | 482 | 3.14 |
| Sacramento..... | 19,017 | 19,455 | 438 | 2.30 |
| San Jose..... | 13,108 | 13,327 | 219 | 1.67 |
| Stockton..... | 10,729 | 10,817 | 88 | .82 |
| Total..... | 74,296 | 76,335 | 2,039 | 2.74 |
| GROUP No. 3— (5,000 stations up to 10,000) | | | | |
| Alameda..... | 5,921 | 5,992 | 71 | 1.20 |
| Bakersfield..... | 4,986 | 5,038 | 52 | 1.04 |
| Bellingham..... | 5,367 | 5,501 | 134 | 2.50 |
| Yakima..... | 5,977 | 5,984 | 7 | .12 |
| Total..... | 22,251 | 22,515 | 264 | 1.19 |
| GROUP No. 4— (2,500 stations up to 5,000) | | | | |
| Aberdeen..... | 3,425 | 3,530 | 105 | 3.07 |
| Alhambra..... | 2,827 | 3,026 | 199 | 7.04 |
| Eugene..... | 2,910 | 3,003 | 93 | 3.20 |
| Eureka, Cal..... | 3,473 | 3,483 | 10 | .29 |
| Glendale..... | 4,420 | 4,766 | 346 | 7.84 |
| Lewiston, Ida..... | 2,707 | 2,754 | 47 | 1.74 |
| Modesto..... | 2,748 | 2,848 | 100 | 3.64 |
| Palo Alto..... | 3,132 | 3,258 | 126 | 4.02 |
| Reno..... | 4,192 | 4,261 | 69 | 1.65 |
| Richmond..... | 2,719 | 2,825 | 106 | 3.90 |
| Riverside..... | 4,702 | 4,791 | 89 | 1.89 |
| Salem..... | 3,604 | 3,646 | 42 | 1.16 |
| San Mateo..... | 3,651 | 3,835 | 184 | 5.04 |
| San Pedro..... | 2,727 | 2,865 | 138 | 5.06 |
| Santa Ana..... | 3,562 | 3,748 | 186 | 5.22 |
| Santa Cruz..... | 2,927 | 2,967 | 40 | 1.37 |
| Santa Rosa..... | 2,483 | 2,581 | 98 | 3.95 |
| Vallejo..... | 2,492 | 2,512 | 20 | .80 |
| Walla Walla..... | 4,190 | 4,204 | 14 | .33 |
| Total..... | 62,921 | 64,903 | 1,982 | 3.15 |
| GROUP No. 5— (1,000 stations up to 2,500) | | | | |
| Albany..... | 1,323 | 1,345 | 22 | 1.66 |
| Anaheim..... | 1,724 | 1,793 | 69 | 4.00 |
| Astoria..... | 1,726 | 2,031 | 305 | 17.67 |
| Baker..... | 1,446 | 1,463 | 17 | 1.18 |
| Bremerton..... | 1,360 | 1,364 | 4 | .30 |
| Centralia..... | 1,458 | 1,559 | 101 | 6.93 |
| Chehalis..... | 1,110 | 1,141 | 31 | 2.82 |
| Chico..... | 2,048 | 2,071 | 23 | 1.12 |
| Coronado..... | 1,395 | 1,406 | 11 | .79 |
| Corvallis..... | 1,949 | 1,962 | 13 | .67 |
| El Centro..... | 1,008 | 1,043 | 35 | 3.47 |
| Fullerton..... | 1,229 | 1,366 | 137 | 11.15 |
| Hanford..... | 1,458 | 1,449 | -9 | -.62 |
| Hoquiam..... | 1,749 | 1,807 | 58 | 3.32 |
| Klamath Falls..... | 1,265 | 1,280 | 15 | 1.18 |
| Lodi..... | 1,372 | 1,392 | 20 | 1.46 |
| Marysville, Cal..... | 1,802 | 1,851 | 49 | 2.72 |
| Merced..... | 1,198 | 1,228 | 30 | 2.50 |
| Monterey..... | 2,190 | 2,209 | 19 | .87 |
| Napa..... | 1,716 | 1,769 | 53 | 3.09 |
| Olympia..... | 2,390 | 2,442 | 52 | 2.18 |
| Orange..... | 1,344 | 1,391 | 47 | 3.50 |
| Oregon City..... | 1,301 | 1,336 | 35 | 2.69 |
| Oroville, Cal..... | 1,008 | 1,028 | 20 | 1.98 |
| Pendleton..... | 1,823 | 1,829 | 6 | .33 |
| Petaluma..... | 1,802 | 1,843 | 41 | 2.28 |
| Porterville..... | 1,003 | 1,085 | 82 | 8.17 |
| Redwood City..... | 1,141 | 1,178 | 37 | 3.24 |
| Roseburg..... | 1,124 | 1,150 | 26 | 2.31 |
| Salinas..... | 1,295 | 1,302 | 7 | .54 |
| San Anselmo..... | 1,054 | 1,116 | 62 | 5.88 |
| San Luis Obispo..... | 1,796 | 1,819 | 23 | 1.28 |
| San Rafael..... | 1,680 | 1,707 | 27 | 1.62 |
| The Dalles..... | 1,398 | 1,400 | 2 | .14 |
| Tulare..... | 1,162 | 1,170 | 8 | .69 |
| Vancouver..... | 1,788 | 1,805 | 17 | .95 |
| Ventura..... | 1,208 | 1,273 | 65 | 5.38 |
| Visalia..... | 1,688 | 1,740 | 52 | 3.08 |
| Watsonville..... | 1,553 | 1,549 | -4 | -.26 |
| Woodland..... | 1,184 | 1,227 | 43 | 3.63 |
| Total..... | 59,328 | 60,919 | 1,591 | 2.68 |
| EXCHANGE— | Subscribers' Stations Jan. 1, 1923 | Subscribers' Stations Apr. 1, 1923 | Actual gain in Stations since Jan. 1, 1923 | Per cent gain since Jan. 1, 1923 |
| GROUP No. 6— (500 stations up to 1,000) | | | | |
| Ashland..... | 773 | 784 | 11 | 1.42 |
| Auburn, Cal..... | 645 | 659 | 14 | 2.17 |
| Bend..... | 874 | 909 | 35 | 4.00 |
| Burbank..... | 660 | 690 | 30 | 4.61 |
| Calexico..... | 512 | 522 | 10 | 1.95 |
| Coalinga..... | 629 | 612 | -17 | -2.70 |
| Colfax..... | 737 | 730 | -7 | -.95 |
| Colton..... | 664 | 672 | 8 | 1.20 |
| Dayton, Wash..... | 523 | 528 | 5 | .96 |
| Dinuba..... | 621 | 648 | 27 | 4.35 |
| Escondido..... | 524 | 543 | 19 | 3.63 |
| Fillmore..... | 494 | 511 | 17 | 3.44 |
| Grants Pass..... | 749 | 770 | 21 | 2.80 |
| Grass Valley, Cal..... | 665 | 665 | — | — |
| Hayward..... | 832 | 863 | 31 | 3.73 |
| Hollister..... | 677 | 678 | 1 | .15 |
| Inglewood..... | 764 | 795 | 31 | 4.06 |
| Kelso..... | 485 | 546 | 61 | 12.58 |
| La Jolla..... | 493 | 511 | 18 | 3.65 |
| Madera..... | 750 | 764 | 14 | 1.89 |
| Martinez..... | 810 | 826 | 16 | 1.98 |
| Mill Valley..... | 877 | 886 | 9 | 1.03 |
| Pasco..... | 711 | 712 | 1 | .14 |
| Raymond..... | 887 | 900 | 13 | 1.47 |
| Redding..... | 761 | 768 | 7 | .92 |
| San Leandro..... | 918 | 935 | 17 | 1.85 |
| Santa Clara..... | 803 | 857 | 54 | 6.72 |
| Sausalito..... | 661 | 661 | — | — |
| Selma..... | 681 | 695 | 14 | 2.06 |
| So. San Francisco..... | 655 | 675 | 20 | 3.05 |
| Sparks..... | 606 | 609 | 3 | .50 |
| Ukiah..... | 631 | 639 | 8 | 1.27 |
| Wilmington..... | 572 | 600 | 28 | 4.90 |
| Total..... | 22,644 | 23,163 | 519 | 2.29 |
| GROUP No. 7— (300 stations up to 500) | | | | |
| Antioch..... | 310 | 330 | 20 | 6.45 |
| Arcata..... | 460 | 465 | 5 | 1.11 |
| Auburn, Wash..... | 485 | 491 | 6 | 1.24 |
| Avalon..... | 391 | 398 | 7 | 1.79 |
| Benicia..... | 322 | 325 | 3 | .93 |
| Brawley..... | 452 | 477 | 25 | 5.53 |
| Carson City..... | 469 | 474 | 5 | 1.07 |
| Chula Vista..... | 329 | 342 | 13 | 3.95 |
| Colville..... | 342 | 351 | 9 | 2.63 |
| Cottage Grove..... | 313 | 325 | 12 | 3.83 |
| Crockett..... | 425 | 438 | 13 | 3.06 |
| Culver City..... | 403 | 482 | 79 | 19.60 |
| Dunsmuir..... | 310 | 319 | 9 | 2.90 |
| El Cajon..... | 300 | 312 | 12 | 4.00 |
| Fort Bragg..... | 452 | 451 | -1 | -.22 |
| Kent, Wash..... | 447 | 455 | 8 | 1.79 |
| Livermore..... | 341 | 346 | 5 | 1.47 |
| Milton, Ore..... | 314 | 318 | 4 | 1.27 |
| Milwaukie, Ore..... | 293 | 300 | 7 | 2.39 |
| Mountain View..... | 431 | 454 | 23 | 5.32 |
| National City..... | 387 | 400 | 13 | 3.34 |
| Nevada City..... | 332 | 331 | -1 | -.30 |
| Newman..... | 304 | 314 | 10 | 3.29 |
| Oakdale..... | 310 | 341 | 31 | 10.00 |
| Oak Grove..... | 297 | 303 | 6 | 2.02 |
| Paso Robles..... | 467 | 478 | 11 | 2.35 |
| Pittsburg..... | 438 | 453 | 15 | 3.42 |
| Placencia..... | 336 | 342 | 6 | 1.79 |
| Placerville..... | 397 | 399 | 2 | .50 |
| Pomeroys..... | 467 | 469 | 2 | .43 |
| Renton..... | 330 | 334 | 4 | 1.21 |
| Ritzville..... | 357 | 354 | -3 | -.84 |
| Sebastopol..... | 317 | 321 | 4 | 1.26 |
| Sonoma..... | 387 | 395 | 8 | 2.07 |
| South Bend..... | 432 | 434 | 2 | .46 |
| St. Helena..... | 389 | 390 | 1 | .26 |
| St. Helens..... | 309 | 323 | 16 | 5.21 |
| Suisun..... | 309 | 321 | 12 | 3.88 |
| †Tillamook..... | 362 | 371 | 9 | 2.49 |
| Van Nuys..... | 400 | 426 | 26 | 6.50 |
| Winnemucca..... | 419 | 419 | — | — |
| Yreka..... | 325 | 337 | 12 | 3.69 |
| Total..... | 15,658 | 16,108 | 450 | 2.87 |
| SUMMARY | | | | |
| Group No. 1..... | 636,907 | 650,989 | 14,082 | 2.21 |
| Group No. 2..... | 74,296 | 76,335 | 2,039 | 2.74 |
| Group No. 3..... | 22,251 | 22,515 | 264 | 1.19 |
| Group No. 4..... | 62,921 | 64,903 | 1,982 | 3.15 |
| Group No. 5..... | 59,328 | 60,919 | 1,591 | 2.68 |
| Group No. 6..... | 22,644 | 23,163 | 519 | 2.29 |
| Group No. 7..... | 15,658 | 16,108 | 450 | 2.87 |
| Total..... | 894,005 | 914,932 | 20,927 | 2.34 |
| Actual gain in stations since Jan. 1, 1923..... 21,300 | | | | |
| Per cent gain in stations since Jan. 1, 1923..... 2.32 | | | | |
| Total owned stations January 1, 1923.....917,437 | | | | |
| Total owned stations April 1, 1923.....938,737 | | | | |

—Loss. †Exchange having dual system.



ON MAY 10, 1869, rail connection between coast and coast was established by the completion of the first transcontinental road, built by the Central Pacific and Union Pacific companies. Working from Sacramento, the former had laid 689 miles of track; the latter, working from Omaha, 1,086 miles. They met at Promontory Point, Utah, where the event was commemorated by driving a golden spike with silver hammers. The news of the completion of the road, even then recognized as being of vast importance in the making of a truly united nation, was received throughout the country with rejoicing.

MOON'S PHASES

| Eastern Time | For Central Time deduct 1 hr. | |
|--------------|-------------------------------|------|
| D. H. M. | | |
| 7 1 18 | Mountain Time, 2 hrs. | ☾ 8 |
| 15 5 38 | Pacific Time, 3 hrs. | ☾ II |
| 23 9 25 | | |
| 30 0 7 | | |

MAY hath 31 days

"Many estates are spent in the getting"—Poor Richard

UNITED STATES TELEPHONE SUPREMACY

There were in the United States at the end of 1922 fourteen and one-half millions of telephones, better than one telephone for every eight people. If it were possible to construct a single telephone circuit between the earth and the moon, and these telephones were all connected to this line, they would be equivalent to nearly 60 telephones per mile of circuit for the entire distance between the two planets. From a telephone standpoint this country is by far the best developed in the world.



"They don't answer"

On January 1, 1921, the thirty cities in the United States, with a population of 250,000 or more, each had an average development of 16.7 telephones per 100 population. The only European cities of considerable size which had over ten telephones per 100 population were Copenhagen, Christiania, Geneva, Goteborg, Malmo, and Stockholm. The development of the great capitals of the world was much lower than that of the above mentioned cities, and the number of telephones in London, Paris, Berlin, Vienna, Rome and Tokio combined was not as great as the number in New York City.

Stock of the American Telephone and Telegraph Company may be transferred at the office of the Treasurer at 195 Broadway, New York, N. Y., or 125 Milk Street, Boston, Mass., or at the Illinois Trust & Savings Bank, Chicago, Ill.

- 1—Tu.—Newport, R. I., founded, 1639. World's Columbian Exposition at Chicago, opened, 1893. Charleston made permanent capital of West Virginia, 1885.
- 2—W.—Col. J. C. Fremont starts on first expedition to explore Rocky Mountains, 1842.
- 3—Th.—U. S. established civil government in Philippines, 1901.
- 4—Fr.—Iowa's first capital, Iowa City, laid out, 1839. United States began work on the Panama Canal, 1904.
- 5—Sa.—*Detroit Free Press*, first issue as a weekly, 1831. "Old St. Mary's", first Catholic Church in Chicago, est., 1833.
- 6—Su.—*New York Herald*, first number published, 1835.
- 7—M.—The *Lusitania* torpedoed by German submarine, 1915. Johns Hopkins Hospital, Baltimore, opened, 1889.
- 8—Tu.—New York-Denver telephone line opened, 1911.
- 9—W.—408th Tel. Battalion (Northwestern Bell Tel. Co.) arrived home from France, 1919.
- 10—Th.—**Ascension Day**. CONFEDERATE MEMORIAL DAY. Banks in Boston, New York, Philadelphia and Baltimore suspend specie payments, 1837.
- 11—Fr.—Minnesota admitted to the Union, 1858. Greater New York bill signed, 1896. Pennsylvania Hospital at Phila., first medical school in colonies, chartered, 1751.
- 12—Sa.—40% of the farms in U. S. have telephones.
- 13—Su.—MOTHER'S DAY. Roosevelt Reservation, South Dakota, opened to settlement, 1904. Say it by Long Distance
- 14—M.—Lewis & Clark appointed to explore Missouri River to seek communications with Pacific, 1804.
- 15—Tu.—First air mail route, N. Y. to Washington, opened, 1918. Metropolitan Museum of Art, N. Y. City, opened, 1882.
- 16—W.—In Europe there are practically no telephones on farms.
- 17—Th.—*Baltimore Sun*, first issue, 1837.
- 18—Fr.—Cornerstone Wyoming State Capitol, laid, 1887.
- 19—Sa.—Morris Canal, New Jersey, opened, 1832. First transcontinental train through Reno, Nev., 1869.
- 20—Su.—**Whit Sunday**. Wisconsin admitted to the Union, 1848.
- 21—M.—Philadelphia has as many telephones as Italy, Belgium, Central America, and Jugo-Slavia combined.
- 22—Tu.—Kansas-Nebraska bill passed, 1854.
- 23—W.—South Carolina ratified the U. S. Constitution, 1788. Nebraska organized as a territory, 1854. First horse car street railway in Newark, N. J., 1862.
- 24—Th.—First Telegraph message, Washington to Baltimore, 1844.
- 25—Fr.—*Minneapolis Tribune*, first issue, 1867.
- 26—Sa.—Taking of Cantigny, France, by 1st Division, A. E. F., 1918. Indian territory organized, 1830.
- 27—Su.—**Trinity Sunday**.
- 28—M.—Congress appropriated \$1,000,000 for building Chesapeake & Ohio Canal from Washington to Cumberland, 1829.
- 29—Tu.—Rhode Island ratified the U. S. Constitution, 1790.
- 30—W.—**Memorial Day**. Lincoln Memorial, Wash., D. C., ded., 1922.
- 31—Th.—Flood at Homer, Nebraska, 1920. One hundred lives saved by Mrs. Mildred Lethrop, telephone operator.



The Genie of the Wires

Aladdin summoned the genie of the lamp and any wish was immediately gratified.

At your command there is the genie of the wires. He will take your voice instantly—without regard to distance—wherever you may desire to send it.

You are familiar with the conveniences of local telephone service, but have you ever thought of the pleasure or profit available in the use of the long distance lines?

The genie of the lamp was the servant of a single individual. The genie of the wires will respond to the call of every telephone user.

Every Bell telephone is a Long Distance station.



The Pacific Telephone And Telegraph Company

